SPECIAL SECTION: WOMEN IN MILITARY SERVICE FOR AMERICA

Government Issue

AT&T'S NEWSLETTER FOR ITS GOVERNMENT CUSTOMERS
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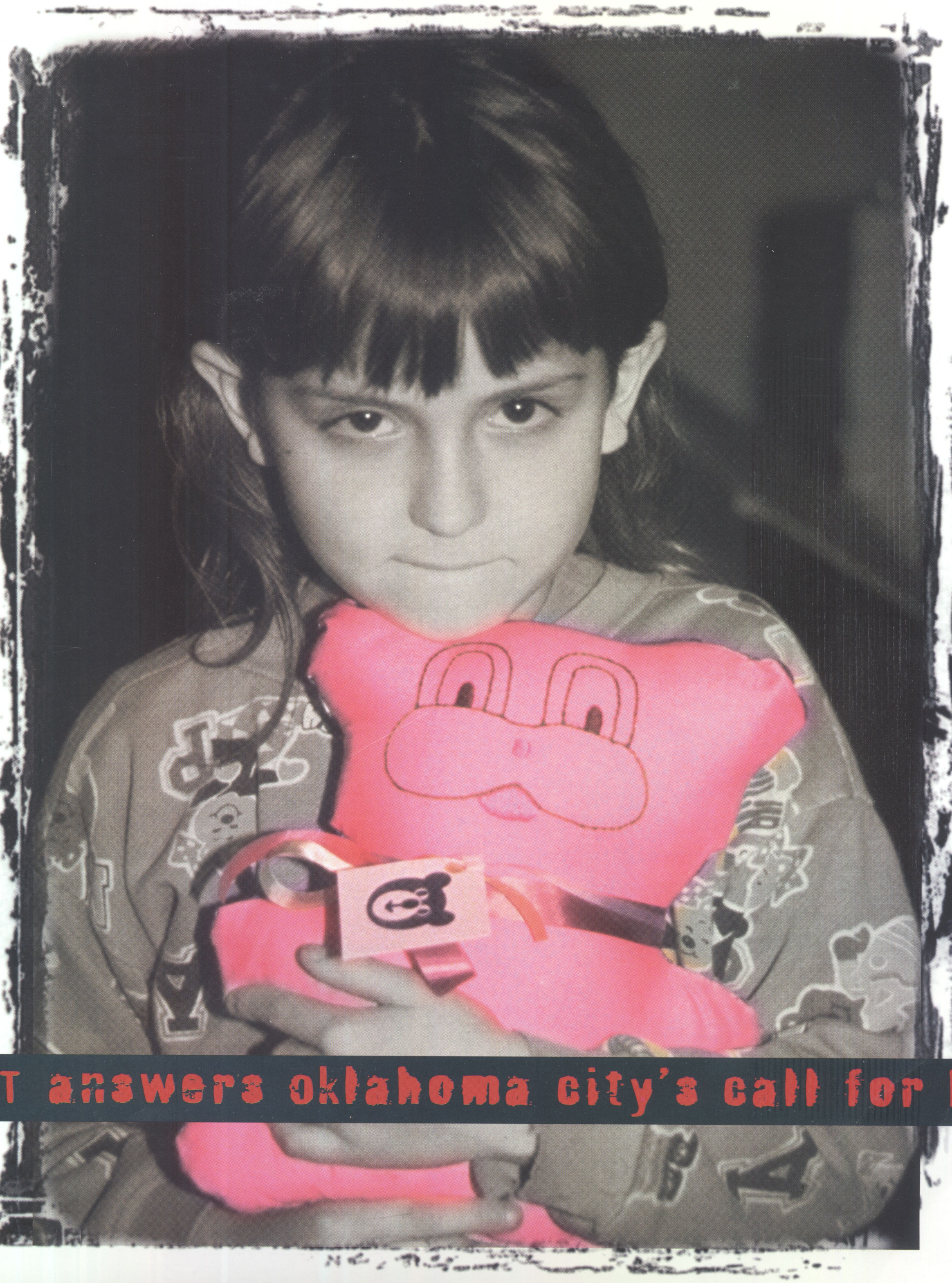

AT&T answers oklahoma city's call for help

inside

JULY AUGUST 1995

CORRECTION

They laugh alike.

They walk alike.

At times they even talk alike.

You could lose your mind.

And apparently that's just what we did when we identified Liz Della as Jill Filipczyk in the May/June *Government Issue*. Both work for the General Services Administration on the FTS2000 contract in Vienna, Va. Della — on the left — is a telecommunications specialist and Filipczyk — on the right — is branch chief for Agency Billing.

Our apologies!

ON THE COVER
PHOTO BY JUDY SEIKEL

Government Issue

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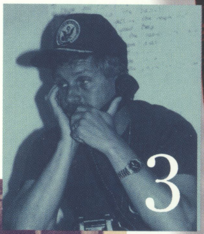
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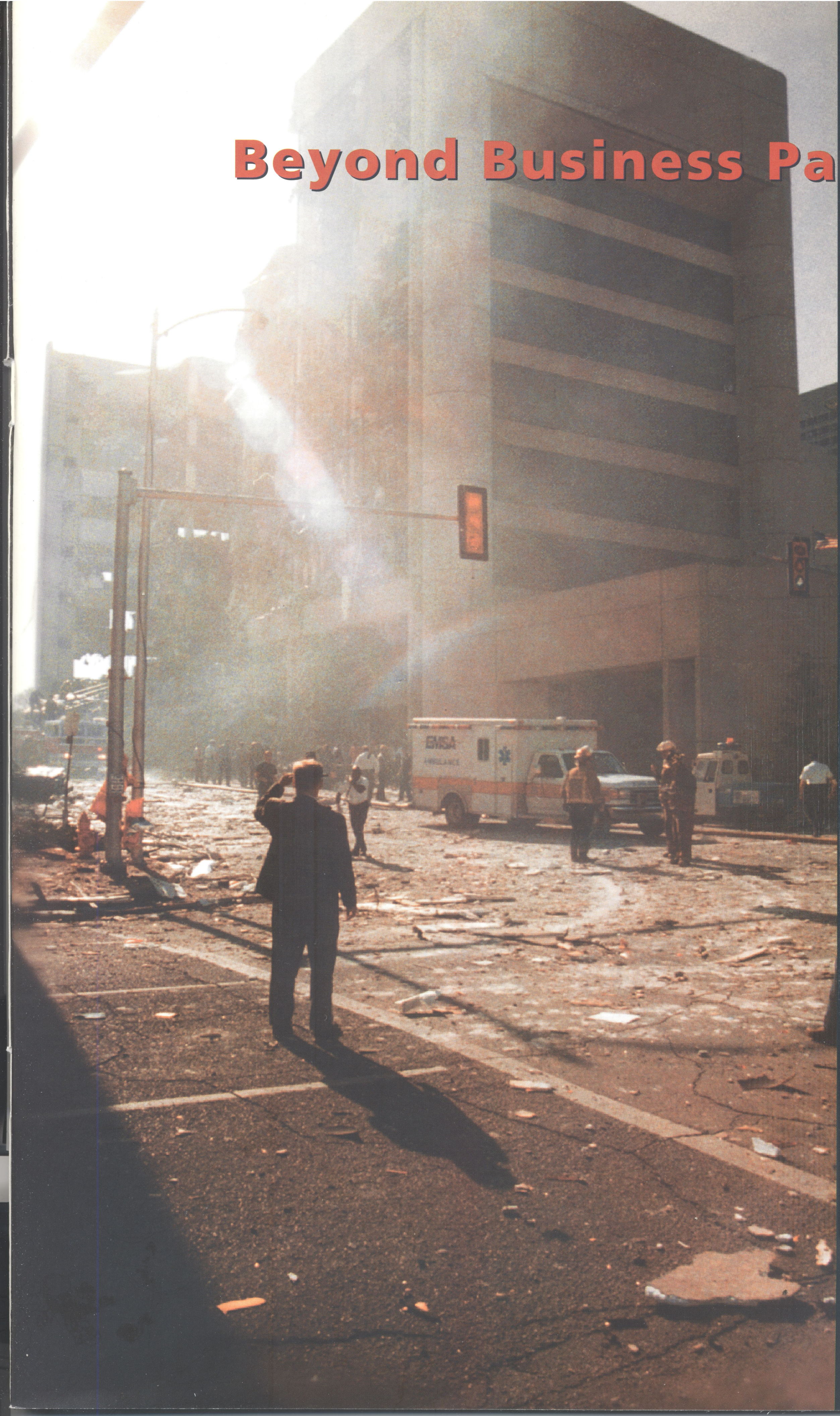


PENNY JONES / ZUMA IMAGES

Beyond Business Partners

After an explosion ripped through the federal building in Oklahoma City, hundreds of AT&T employees got involved in big and small ways. Our employees were the heart, soul and conscience of AT&T, inspiring corporate involvement and commitment in many traditional and non-traditional activities to support recovery efforts. I am extremely proud of each one of them and want to share some of their accomplishments. Their actions, much more than my words, demonstrate how our commitment to the federal government goes way beyond our business partnership.

Dick Lombardi
President
AT&T Government Markets

OKLAHO

AT&T ANSWERS THE CALL FOR HELP IN THE AFTERMATH O

Cellular One: First on the Scene

WEDNESDAY, APRIL 19, 1995, 9:00 a.m.

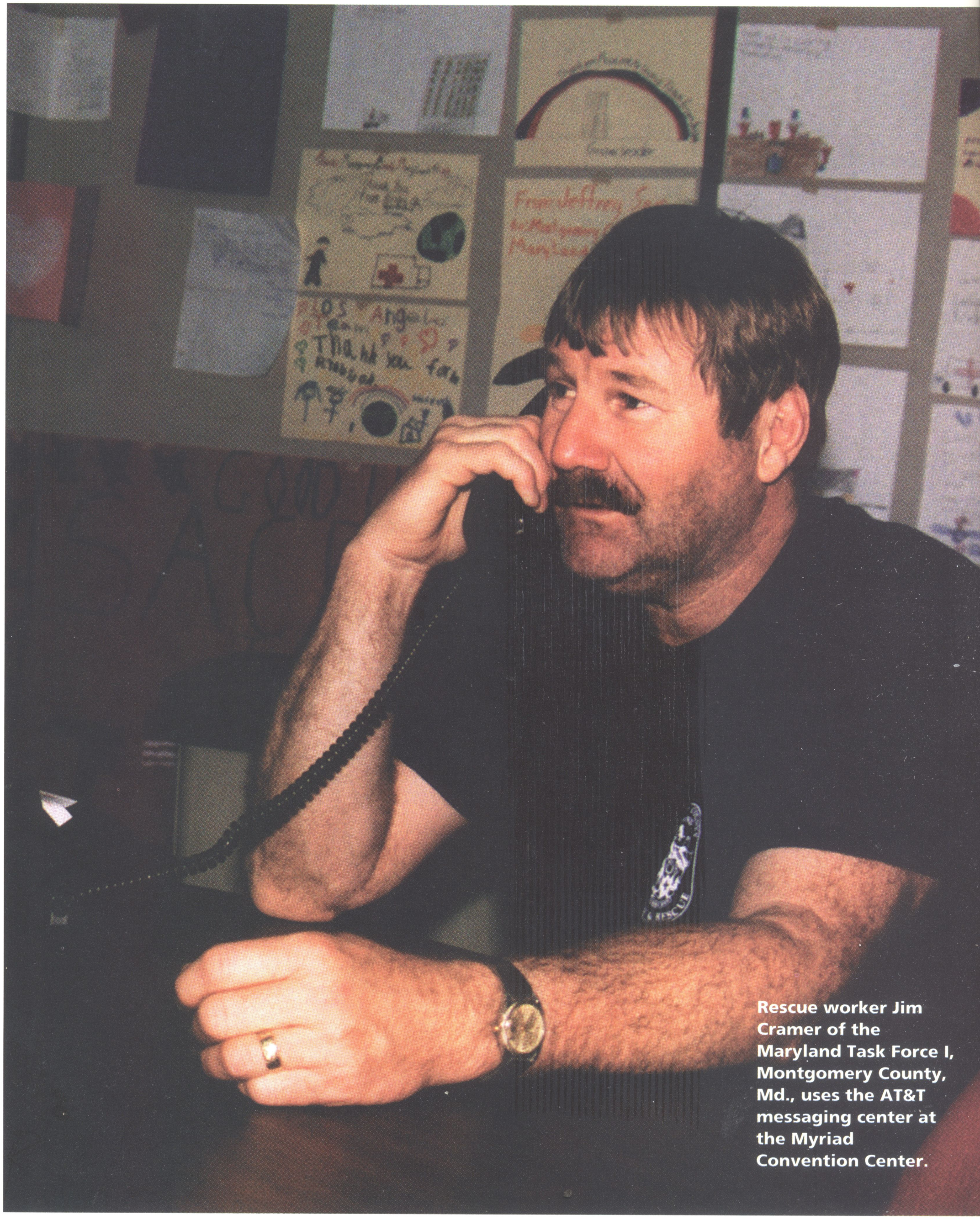
Holly Ledbetter was on "hold," waiting to speak with the Oklahoma City assistant fire chief. As Government Accounts Consultant for Cellular One, Ledbetter wanted to touch base about a meeting scheduled later that morning. The agenda: distribution of cellular telephones in the event of a large-scale emergency.

While waiting for the assistant chief to come to the phone, Ledbetter felt the building shake. She hung up the phone, realizing something was terribly wrong. Within minutes, local media announced the explosion at the Alfred P. Murrah federal building about 10 miles away. The large-scale emergency was at hand.

In a Cellular One "disaster closet," several dozen phones had been set aside to support an emergency. Employees immediately began to prepare and check this equipment.

Ledbetter contacted members of the Oklahoma Disaster Preparedness Council. "I started going down the list — highway patrol, police, fire — asking how many phones they needed, then sent our people out delivering them," she said.

Cellular One is an affiliate of McCaw Cellular Communications, which merged with AT&T last year.



Rescue worker Jim Cramer of the Maryland Task Force I, Montgomery County, Md., uses the AT&T messaging center at the Myriad Convention Center.

MA CITY

HE OKLAHOMA CITY BOMBING

As the demand for phones escalated, Cellular One offices around the country began shipping equipment to Oklahoma City. Over the next few days, from a command center near the bombing site, Cellular One loaned more than a thousand cellular telephones to government agencies, the Red Cross, rescue workers and many others. Before rescue efforts ended, Cellular One donated more than $4 million of air time and equipment.

Early on, high calling volumes threatened to clog the system. To meet this demand, Cellular One installed four temporary cell sites in three days, including one of two microcells shipped over the weekend from AT&T Network Systems' Columbus, Ohio, factory.

Eight miles up the street, AT&T's Oklahoma City factory assembled, wired and tested a 5ESS switching system to upgrade capacity on Cellular One's permanent downtown facilities. The switch was originally scheduled to be installed in May, but the factory completed a two-week job in three days so the equipment could be rushed into service.

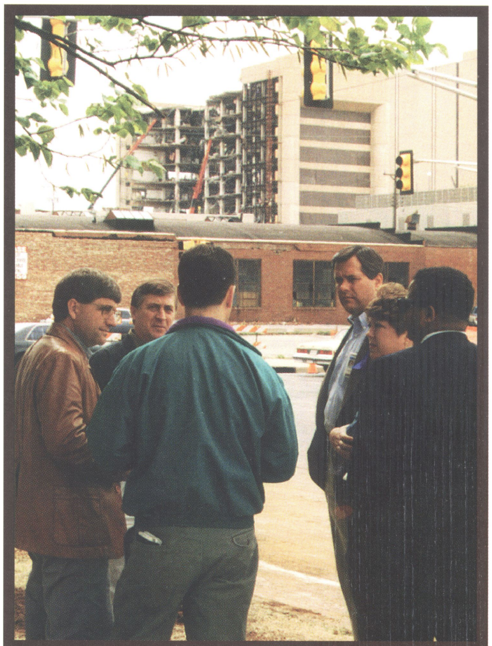
Throughout the rescue and recovery operations, hundreds of Cellular One employees staffed an around-the-clock operation to log phone shipments, program numbers, charge batteries, and allocate and deliver phones.

"Your folks are unbelievable," said Bill Martin, public information officer with the Oklahoma City Police Department.

Ledbetter and other employees went to the Murrah building, delivering phones to medical examiners and rescue workers, trying to "stay focused on the mission" without becoming overwhelmed by the destruction.

"When we did go home, we weren't able to sleep," she said. "When we did sleep, we often dreamed of the disaster."

Cellular One also provided phones and staffing for the Victim Assistance Center at the First Christian Church for about two weeks.



TERRY LASATER

AT&T executives discuss plans near the Murrah building. From left, Larry Craig, GBCS service manager; Jim Walker, president, GBCS sales and service; Ken Hale, GBCS senior account executive; Jon Wiese, GBCS; Shari Hansen, account executive; and Steven Hendricks, GBCS public relations manager.

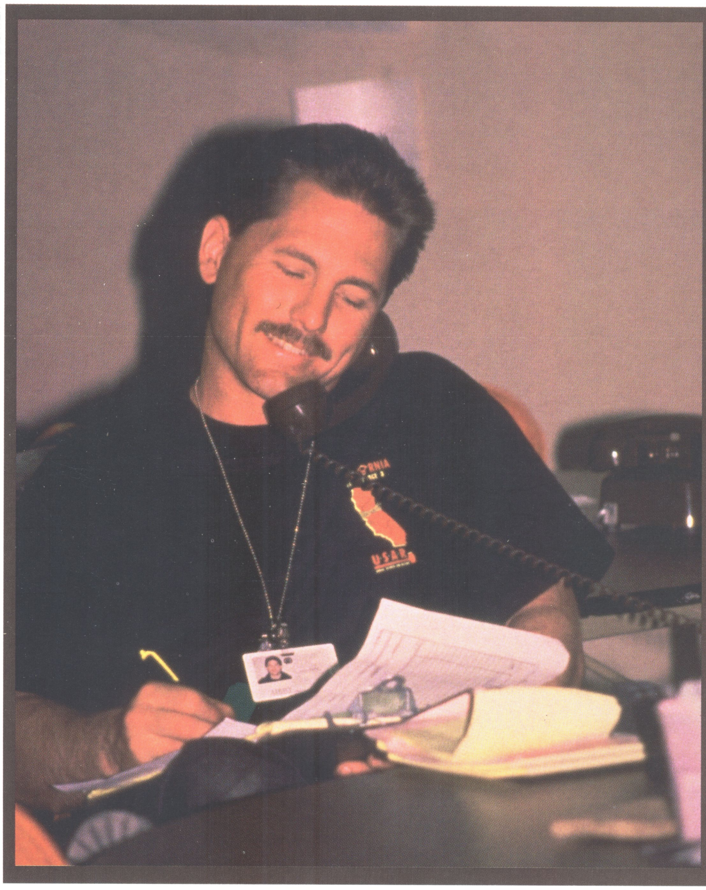
Supporting FTS2000 Service

The trip to Albuquerque for a meeting with the General Services Administration (GSA) was supposed to be routine business for Dallas-based Bruce Banasik, AT&T's FTS2000 service manager. "Driving from the airport, I heard about the bomb; and when I reached the meeting site, a GSA representative was already on the phone and planning to go to Oklahoma City as soon as possible."

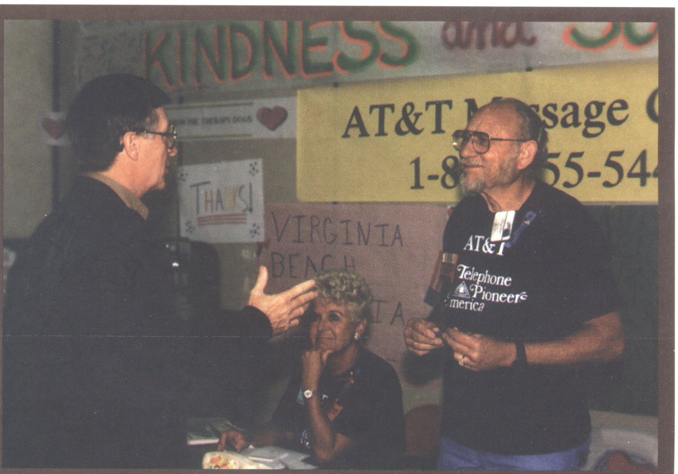
A quick check with the FTS2000 Network Control Center in Vienna, Va., showed no alarms on any of the circuits to Oklahoma City. The AT&T public network didn't suffer any damage. But due to the large number of calls into Oklahoma City, AT&T, in cooperation with the local phone company, implemented temporary procedures to control the flow of incoming calls in order to make circuits available for outgoing calls.

Later that day, Banasik headed for Oklahoma City. "I knew we didn't have any voice circuits in the Murrah building, because our T1s for voice terminate on a Centrex system; so I got a list of the data circuits that went into that building and who the customers were," he said.

TERRY LASATER



TERRY LASATER



JUDY SEIKEL

LONG DISTANCE
AT&T Message Center
1-800-555-5442
THANK KINDNES

Rescue workers and volunteers use the AT&T message center.

For the next week, he worked with GSA to see that FTS2000 service was available when and where the agencies wanted it, acting as a liaison to the AT&T crews at the FTS2000 work centers in Virginia, who expedited the requests. Among their activities:

- Increasing the number of voice grade trunks coming into the Centrex system to accommodate 75 new phones in the Federal Emergency Management Agency's (FEMA) disaster field office.
- Providing additional service for FEMA when it moved into a local mall.
- Providing long-distance service over the AT&T FTS2000 network to support rescue workers at the Myriad Convention Center.
- Moving data circuits for Army Recruiting and the Federal Highway Department to new locations.
- Opening new number blocks in the FTS2000 network as phones were added and number ranges were expanded.

"GSA had a meeting with the different agencies and wanted its suppliers to do whatever they needed," Banasik said. "GSA was very thankful for our presence, knowing they didn't have to pick up a phone and call any place."

Serving Customers and Rescue Workers

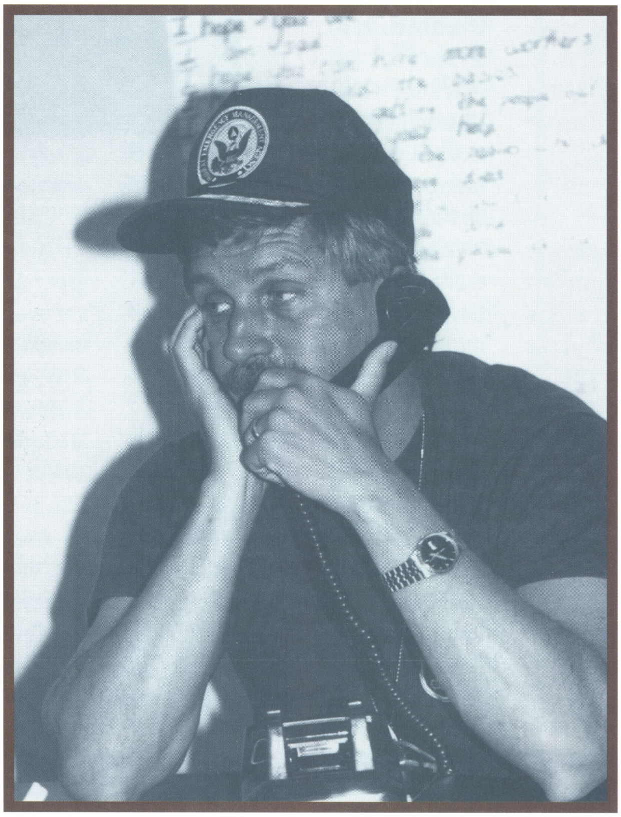
After hearing about the explosion, Ken Hale asked the AT&T Global Business Communications Systems (GBCS) account executives to call their customers and survey the damage. GBCS provides communications systems. "We couldn't get through to one building, and that's how we determined it may have been hit," said Hale, who is a senior account executive.

Knowing new equipment might be needed fast, Service Manager Larry Craig ordered four AT&T DEFINITY® switching systems, implementing a disaster recovery

PHOTO OF MURRAH BUILDING AT TOP OF PAGES 6 THROUGH 12: JIM ARGO, THE DAILY OKLAHOMAN / SABA

plan that expedites equipment to a disaster location. They arrived at 11:00 p.m. that night.

Two AT&T customers were displaced by the blast: the Oklahoma Journal Record newspaper and the Oklahoma Guaranteed Student Loan Association.



JUDY SEIKEL

Rescue worker at the AT&T message center.

By Saturday, the Guaranteed Student Loan Association moved to the University of Oklahoma Health Sciences Center, an AT&T customer that offered floor space to organizations damaged by the blast. One DEFINITY switch supported those needs.

A system for the Journal Record was installed on Sunday. On the same day, the Red Cross requested equipment. "With the influx of people and calls, they had to move to a new building," Hale said. By Monday afternoon, another DEFINITY system was in service for them.

Although some GBCS associates were busy installing equipment, others felt helpless and frustrated. "People would ask, 'What can I do? Where can I help?'" Hale said. By Monday night, he had a good answer.

Hale received a call asking if AT&T could help provide phones for rescue workers housed at the Myriad Convention Center.

There was only one problem: there were no telephones! GBCS had exhausted its inventory during the installation of the three DEFINITY systems. Hale called an AT&T customer, the Fleming Company, which readily loaned the phones.

At the Myriad, AT&T provided long-distance service over the AT&T FTS2000 network so workers could call home free and one incoming 800 number so workers' families could call in and leave messages.

Volunteers from many AT&T groups and the Telephone Pioneers, an association of telecommunications employees and retirees, staffed the messaging center around the clock for 10 days — answering calls from rescue workers' families and posting phone and fax messages on a bulletin board.

"The rescue workers just loved it," Hale said. "One woman told me, 'I've been here four days. My family doesn't even know where I am or what I'm doing.' She grabbed the phone and was so excited."

Working with FEMA

Responding to a disaster is almost routine for the AT&T group that supports the Federal Emergency Management Agency (FEMA). When FEMA calls with a request, a well-experienced team of AT&T employees in Virginia expedites equipment and services to the disaster site, and an AT&T project manager travels to FEMA's disaster field office (DFO) to make sure everything arrives in working order.

"With a natural disaster, the DFO is removed somewhat, so that we can be more functional and maintain communications. We don't usually get this close to the disaster," said AT&T's Jan Ligon. "But this was so touchable; you could see the devastation. I could only imagine how the people who lived there felt."

Originally, Ligon's mission was to support a FEMA plan to house all the agencies in another large building. By the time she arrived in Oklahoma City, however, FEMA and GSA had decided to house the agencies in separate, small locations. As a result, the FEMA team adjusted the plans in real-time and used

OKLAHOMA CITY: AT&T RESPONDS

existing AT&T switches and telephone equipment.

With the FEMA office up and operating, Ligon began helping local AT&T employees implement a plan to increase AT&T's involvement in other restoration activities. "Our AT&T team has supported FEMA in many disasters — from Hurricane Andrew to the California earthquakes to the Midwest floods — but those situations never really touched me like this one did," she said.

Beyond Business Partners

En route home from a business meeting with the Army in Fort Bragg, N.C., Barbara Beam changed planes in Atlanta and noticed a friend — an Oklahoma City newscaster — on TV. "I thought, what is my friend doing on TV in Atlanta? I went over and found out what had happened," she said.

TERRY LASATER

Beam is a senior design specialist for AT&T Global Business Communications Systems–Federal Markets Group in Oklahoma City. She's worked with government customers throughout the city for the past 10 years.

Although GSA and many government agencies are AT&T GBCS customers, the local telephone company provided the communications switching system and access lines in the Murrah building.

Beam could easily have thought there was not much for her to do. Instead, over the next couple of weeks, she and other local AT&T employees helped spearhead a mission that went way beyond business imperatives.

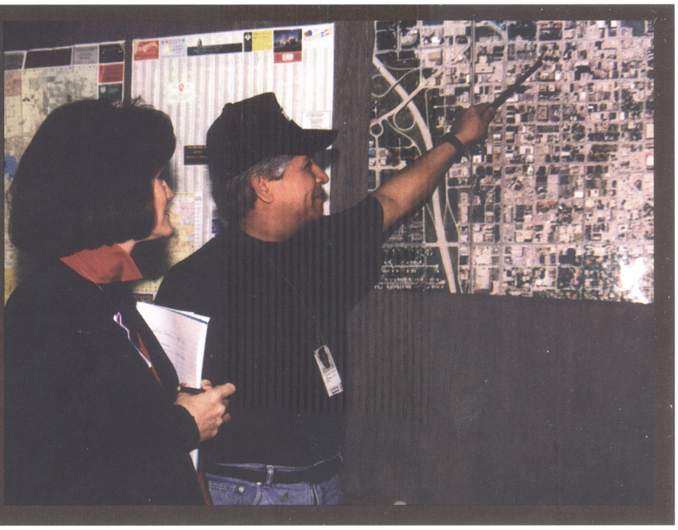
After receiving more than 20 calls from AT&T employees who wanted to do more to help in the recovery effort, Beam brought their concerns to senior executives who orchestrated a conference call to discuss AT&T's involvement. She was told: "Offer AT&T's support and do whatever is needed to help." That's all she needed to hear.

Beam and Bruce Banasik approached Sylvia Hernandez, GSA's Operations Chief in charge of the recovery efforts. "AT&T would like to offer support to GSA's efforts in any way possible," Beam said. When Hernandez asked if the offer included assistance not related to telecommunications or telephone equipment, Beam said yes.

Every business day at noon for the next two weeks, Beam and Banasik brought GSA's needs to a conference call with local AT&T representatives and employees from several company divisions around

LEFT: GSA employees at the GSA center. From left, Clarence Miller, communications specialist; Ken Douglas, acting director, GSA Telecommunications Services Division; Sylvia Hernandez, chief, Telecommunications Operations Branch; James Bozeman, computer specialist; Tommy Earls, communications specialist.

RIGHT: AT&T's Barbara Beam, senior design specialist and Trinadad Martinez, director of Federal Protective Services, GSA, map out a strategy at the GSA center.



PHOTOS BY TERRY LASATER

OKLAHOMA CITY: AT&T RESPONDS

TERRY LASATER

From left, a Red Cross representative accepts long-distance calling cards from AT&T's Ken Hale, senior account executive, GBCS and Beverly Terry, account executive.

the country. Ed Beltram, manager at AT&T's Oklahoma City factory, coordinated and hosted the calls. Many of AT&T's community service efforts originated on this call. Here are just a few examples:

- GSA needed a microwave, TV and VCR for a relief center for victims of the blast. On the conference call, Beltram volunteered on behalf of the Telephone Pioneers to find someone who could loan that equipment. It was delivered by the next morning.
- GSA wanted to establish telecommuting centers so some federal employees could have the option of going back to work without having to go downtown to an office building. Hearing that, Mike Golden and Jane Sharrock from AT&T Global Information Solutions immediately set the wheels in motion to obtain hardware and software.
- The Department of Housing and Urban Development (HUD), which lost most of its Oklahoma City employees in the bombing, needed volunteers to work all day Saturday, April 29, to assemble desks for their new office. Again, Telephone Pioneers filled this need, garnering thanks from GSA not only for their time, but for their sensitivity as well.

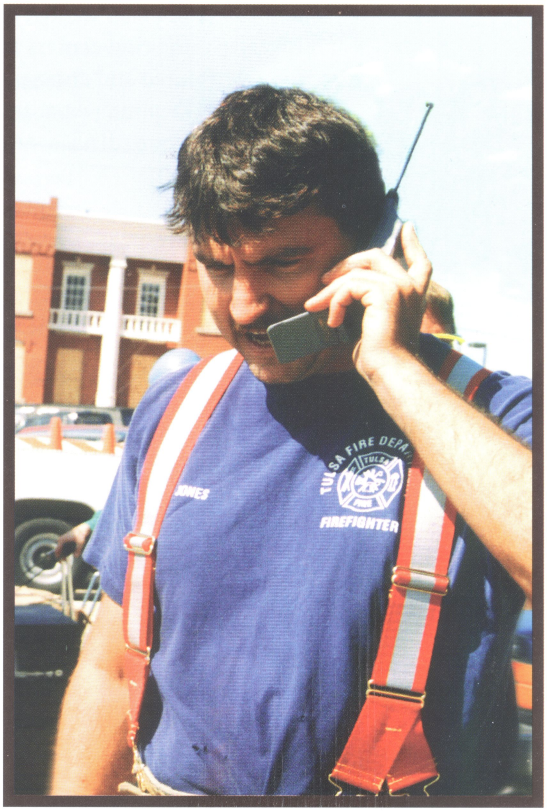
As employees around AT&T heard about the daily conference call, they joined in to offer assistance or alert the group to other AT&T initiatives. In this way, for example, the group learned AT&T had donated 2,000 long-distance calling cards — each good for 10 minutes of free calls — to help families and business customers affected by the tragedy; AT&T long-distance gift certificates were available to the victims' families through the Red Cross; and the AT&T Family Care Development Fund provided an emergency $5,000 grant to the YMCA day-care facility, located diagonally across the street from the Murrah building. The Fund also collaborated with other corporations to provide a grant for trauma counseling for child-care workers throughout Oklahoma City.

"It was very frustrating in the beginning, because no one knew how to help," Beam said. "The conference call allowed us to convey the needs to people throughout AT&T, and they responded with the resources to meet those needs. It really felt good to provide a collective level of assistance."

GSA's Hernandez spoke personally to AT&T people assembled on the conference call one afternoon. "I can't even begin to say thank you enough for helping us out," she said.

Telecommuting Centers

Mike Golden and Jane Sharrock may have been in the only building within 10 miles of the blast where people didn't feel or hear the explosion. They were in a meeting with the Federal Aviation Administration (FAA) in the basement of a building at the Mike Monroney Aeronautical Center, a Department of Transportation facility.



TERRY LASATER

Rescue worker uses a Cellular One phone.

"We're right by the airport out here and the building shakes a lot anyway," Golden said. Golden and Sharrock work for AT&T Global Information Solutions (GIS), providing computer equipment and professional services to federal and state government.

Their FAA customers were not affected by the blast, but 26 employees of the Department of Transportation's Federal Highway Administration were located in the Murrah building. Sharrock said, "I felt a need to try to find some way to make a difference, because this was my city and my home."

OKLAHOMA CITY: AT&T RESPONDS

When they heard GSA wanted to establish telecommuting centers to accommodate injured and displaced federal workers, they jumped at the opportunity to coordinate the effort.

With the backing of Carole Spurrier, AT&T GIS vice president – Public Sector, they enlisted the help of GIS associates around the country. Colleagues a thousand miles away tracked down equipment ranging from workstations to mouse pads, contacted AT&T's software partners for licensing agreements, and gathered industry experts to talk to GSA about telecommuting.

GIS's Clemson, S.C. manufacturing team immediately established a special equipment inventory to support the federal government and expedited orders, providing same-day shipment to Oklahoma City. Equipment and software were staged in the Oklahoma City offices of Netcom Solutions International, Inc. (NSI), one of AT&T's small business partners. FAA employees worked side by side with AT&T and NSI to assemble, test, transport and install the systems in the telecommuting centers. FAA also furnished information systems, multimedia and videoconferencing support to the team.

GSA wanted the centers completely outfitted by opening day, so AT&T team members worked with local and national businesses to find everything from refrigerators to tables. Meanwhile, GSA team members gathered office supplies and decorative items. In preparation for opening day, team members were on site through the night ensuring each cubicle was stocked with office supplies, phones and workstations.

TERRY LASATER

TOP: AT&T operators Pat Gully, Judy Burnam and Rex Cunningham volunteering at the Oklahoma state government offices. Not pictured are operators Dannie Sanders and Julie Hale.

BOTTOM: Stuart W. Powell, contractor – GSA, at the temporary federal office.

On May 1, GSA opened the first telecommuting center in north Oklahoma City. Another center opened May 3 to serve workers living south of the city. Each site has 10 Novell-networked AT&T workstations, one administrative workstation, and an AT&T Pentium* server.

In a letter to AT&T GIS associates involved in the telecommuting centers, Ken Douglas, acting director, GSA Telecommunications Services Division, and Susan Houser, acting director, GSA Technical Services Division, thanked them for rallying to support federal employees in the Murrah building. “Various companies, such as yours, donated not only state-of-the-art equipment and technology, but, more important, a level of expertise skill and commitment that makes all Americans proud,” they wrote.

“We didn't distinguish ourselves by being from company A or company B,” Sharrock said of the team. “We were simply a group of people who had all been affected in one way or another by this tragedy and wanted to do what we could.”

Through FAA customers, Golden learned of two other urgent needs for computer support. Subsequently, GIS provided a Pentium server to the United Way to support a computer system tracking funds donated for victims and their families. GIS also supplied five notebook computers to the medical examiner's office to expedite the task of

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* Pentium is a registered trademark of Intel Corp.

identifying victims and recording pertinent information.

Operator Assistance

AT&T operators work a block and a half away from the explosion site, separated only by a parking lot and a church. Thirty-one operators and four managers were on duty at the time of the explosion.

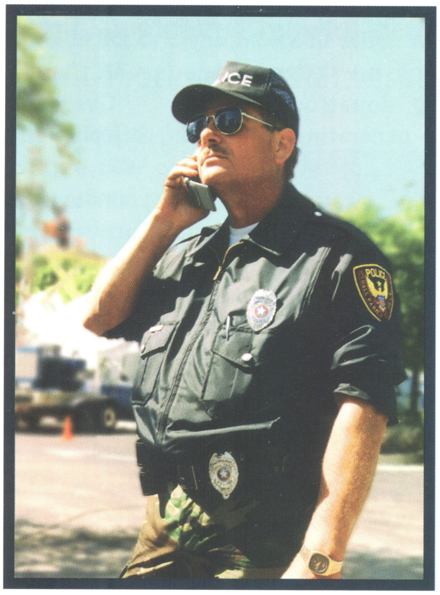
Except for one operator who had shattered glass in her hair, there were no injuries and no equipment damage. Still, the office closed for six days until the structural safety of the building could be assured. Calls were rerouted over the AT&T network to operators in several other locations.

There were no deaths or injuries at any AT&T site in Oklahoma City, but several employees lost family members and friends in the explosion.

The day after their office reopened, AT&T operators found a way to help the relief effort, even while they were still healing themselves.

"I received a call from Bev Terry, an AT&T account executive, saying the governor's office was swamped with calls," said Call Servicing Manager Sondra Holt. "We immediately sent over four operators on Wednesday afternoon and a fifth on Thursday." The operators spent three to five days answering phones at the state capitol.

Operator Julie Hale helped take the load off the governor's secretary, Claire Wright. "Messages and expressions of condolences were pouring in," Hale said. "People wanted to talk."



TERRY LASATER

A rescue worker checks in using a Cellular One phone.

An official from the government of New Zealand offered to raise money for the relief fund. Fire officials called from the bombed site. A man from Hollywood said he "got a little group together" and collected $30,000 — where should he send a check? There were many calls from concerned citizens who wanted to send flowers, teddy bears and money.

"Each of you did a wonderful job. Your professionalism was appreciated," Wright wrote to Hale about the operators' participation.

In San Antonio, four AT&T operators rallied their co-workers to knit 45 afghans for the victims of the Oklahoma City bombing. They personally delivered them to the Project Heartland Center, a part of the Oklahoma Department of Mental Health providing assistance to victims of the bombing and their families. Four Oklahoma City AT&T operators who were permanently displaced from their apartments by the bomb also received afghans.

The "Works" and the Telephone Pioneers

Before the close of business on the day of the explosion, LaDonna Peterson delivered a $10,000 check to the Oklahoma Blood Institute from the Oklahoma City Works, an AT&T factory that employs 4,100 people

STUDENTS AT JOHN ADAMS Elementary School in Oklahoma City hug their Hug-A-Bears. AT&T Merrimack Valley retiree John Moran and his wife Joan collected 600 Hug-A-Bears in the Boston area and brought them to Oklahoma City. The Morans and Pioneers from the Thunderbird Chapter and the Oklahoma Chapter on May 10 visited the school where four children in one family lost their father in the bombing. The Pioneers gave a bear to every child in the school. ■

OKLAHOMA CITY: AT&T RESPONDS

and manufactures electronic switching systems and telecommunications transmissions equipment.

That day, too, Works Medical Director Dr. Peyton Osborne and nurse Booky O'Hara went to St. Anthony Hospital to provide medical assistance. Works Fire Chief Leroy Adams went to the bombing scene and helped throughout the day. AT&T retirees who regularly help with blood drives reported to the Oklahoma Blood Institute for volunteer duty.

Within 24 hours, the Works had donated 800 pairs each of safety glasses and leather gloves to the rescue effort, and the Thunderbird Chapter of the Telephone Pioneers delivered a check for $1,000 and food items to *Feed The Children.*

These activities were just the beginning of an outpouring of support from the factory and its employees to the restoration efforts just eight miles away.

Because the Works is AT&T's largest facility in Oklahoma City, employees from around the country began calling there to ask how they could help. A notice in a companywide electronic newsletter suggested sending donations to the Pioneers — generating contributions totaling $24,000.

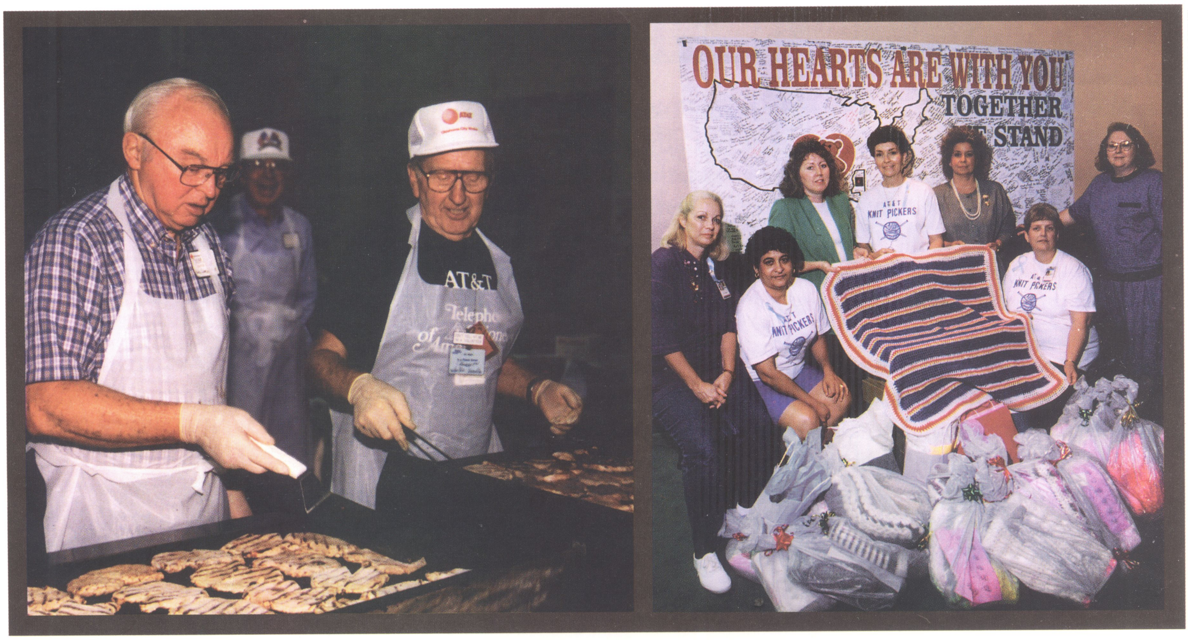
"After we help our families here who suffered a loss from the blast, the rest will go to the Salvation Army and other relief fund efforts," said Margie Storey, Pioneer executive director.

The Oklahoma City Works has a special relationship with the local Salvation Army, which named AT&T "Partner of the Year." When the Salvation Army couldn't handle the high volumes of phone calls following the blast, it called volunteer Jerry Mauck, an AT&T retiree, and asked if the Telephone Pioneers could help.

As a result, the Works lent 15 telephones to the agency and Pioneers answered phones there for five days — raising more than $300,000 for the Salvation Army's relief efforts.

Over the next two weeks, Telephone Pioneers scouted down VCRs and microwaves to loan to GSA, rounded up people to assemble office furniture at the new location for HUD, staffed the messaging center at the Myriad Convention Center and much, much more.

Some Pioneers volunteered as cooks to feed the rescue workers at the Myriad. There, they worked beside a cook from a ski lodge in Maine, who rode a bus to Oklahoma City and volunteered 12 hours a day for a week. Several Pioneers reached into their own pockets and bought the man a plane ticket home. ■



LEFT: Pioneers show off their culinary skills preparing food for rescue workers.

RIGHT: Operators from San Antonio deliver 45 afghans to the Project Heartland Center in Oklahoma City.

LEFT PHOTO: GENE GIBSON, RIGHT PHOTO: JUDY SEIKEL

Going for the Green

AT&T surpasses 1994 environment goals, sets goals for year 2000

What do 48 acres of native prairie flowers and state-of-the-art industrial engineering practices have in common? They are both components of AT&T's commitment to a clean and healthy environment, evidenced by well-defined corporate policies and the personal contributions of AT&T associates nationwide.

At its annual meeting in Seattle, AT&T Chairman Bob Allen announced the company has surpassed its environmental goals for 1994. Among these milestones:

- The company eliminated the use of ozone-depleting chlorofluorocarbons, replacing them with cleaning solvents extracted from orange peels and cantaloupes.
- Reportable air emissions are 96 percent lower than in 1987, thanks to removing harmful substances from factory operations.
- Recycling and reusing factory materials resulted in a 66 percent decrease in manufacturing waste disposal since 1987.
- AT&T employees reduced overall consumption of paper by 29 percent and recycled 65 percent of waste paper.

AT&T was instrumental in the creation of the Industry Cooperative for Ozone Layer Protection — a forum for participants to share their knowledge about the best technologies available to reduce ozone depletion caused by industrial processes. This partnership between the largest U.S. commercial entities and the United States Environmental Protection Agency (EPA) is the first formal relationship of its kind.

Adam McCormick and Kayla Washington take time to smell the flowers planted at AT&T's Silver Spring, Md., location.

PHOTOS BY REGINA ESPOSITO

Raising the Bar

Even as AT&T celebrated its success in exceeding its 1994 commitments for the greening of the company, Allen presented AT&T's environmental goals for the year 2000 to shareowners. "Our record on the environment," said Allen, "is one of ambitious promises made and ambitious promises kept."

The company raised the bar on its environmental performance by adopting Design For Environment (DFE) product engineering practices.

DFE incorporates "cradle to reincarnation" as it focuses on design, manufacturing and use of a product from its inception to its rebirth. This approach allows industrial designers to anticipate any negative impacts to the ecosystem during the product's entire life cycle and to engineer them out of existence. DFE requires new types of information systems to permit companies to make informed choices about environmentally appropriate materials and processes during the design stage of product manufacturing.

AT&T recognizes that personal involvement ranks as high as corporate actions in going for the green. To recognize its earth-friendly employees, AT&T created the "Champions of the Environment" program.

AT&T employees implemented recycling programs, converted old railroad tracks into a community park trail, organized outdoor clean-up days and reached out to local schools through creative educational events.

At the Indian Hill facility in Illinois, employees turned in a truly "grassroots" effort by replacing the building's 48-acre lawn with more than 100 varieties of native plants and grasses. Besides presenting a beautiful, blooming spectacle from early spring to late fall, grounds maintenance is practically zero, including the need to apply pesticides, fertilizers and weed killers to the soil.

Other employees rescued outdated computer equipment, binders, telephones, floppy disks and hanging folders from overcrowded landfills. They restored the materials and donated them to schools and charities.

For a copy of the 1994 *AT&T Environment and Safety Annual Report*, write to AT&T Environment, Safety and Health Public Relations, 131 Morristown Road, Room B1219, Basking Ridge, NJ 07929, or call Mary Bain on 908 204-8261. ■

Buddazoom!

Championing integrity

At AT&T, ethical business conduct is priority number one.

As a charter subscriber to the Defense Industry Initiative in 1986, AT&T joined several leading defense contractors who affirmed their commitment to high standards of conduct and accountability in their dealings with the federal government.

"AT&T's commitment to the highest standards of integrity is part of our long heritage," explained Ellie Tasher, manager of the company's Corporate/Personal Integrity Program (C/PIP). "AT&T's code of conduct, called 'Our Business Ethics: Living Our Common Bond,' assists our employees in carrying forward this heritage.

The C/PIP program is a supplement to the code of conduct. It meets the needs of employees and nonpayroll workers who have dealings with federal government employees or transact business on behalf of AT&T with the government. C/PIP outlines specific laws, regulations and policies governing AT&T's dealings with the federal government.

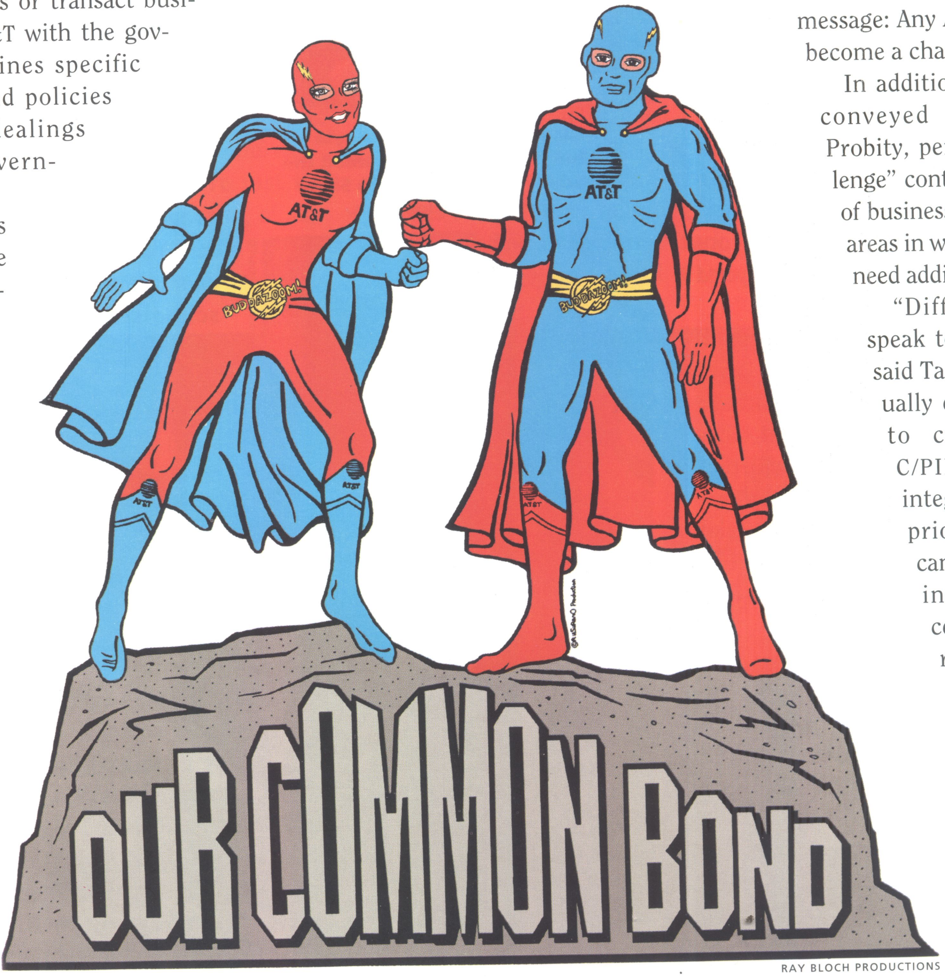
"Some of these laws and regulations are strict, and inexperienced employees might inadvertently violate them without realizing they were doing anything wrong," said Tasher. "For example, they might think it was harmless to buy dinner for a government client or give a small gift to mark a holiday. But these activities may be forbidden by government regulations."

To translate the C/PIP commitment into the nuts and bolts of daily decision-making, AT&T uses a variety of communications media. The most memorable messengers are comic strip characters Honora and Probity, Champions of Integrity, who appear in witty comic strips and posters distributed to AT&T's employees serving the federal government.

The superheroes appear in executive dreams, drop in on meetings and soar above the Washington Beltway in their crusade to "destroy the dishonest, conquer the corrupt, snuff out the unscrupulous and undo the unethical." Their message: Any AT&T employee can become a champion of integrity.

In addition to the messages conveyed by Honora and Probity, periodic "ethics challenge" contests test knowledge of business ethics and identify areas in which employees may need additional training.

"Different approaches speak to different people," said Tasher. "We're continually exploring new ways to communicate the C/PIP message that integrity is our highest priority. The more we can get our employees involved in the process, the more they'll remember that performing our daily work with the highest ethical standards is essential to our business." ■



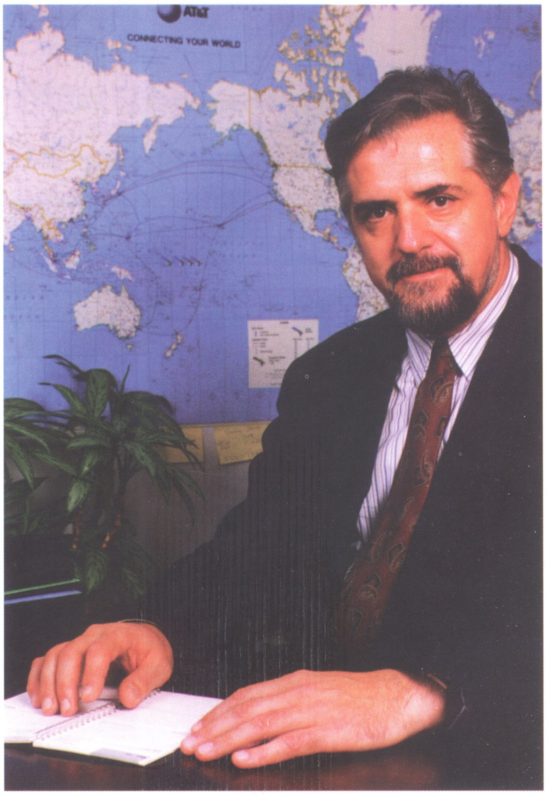
RAY BLOCH PRODUCTIONS

Honora (left) and Probity: popping up in dreams, dropping in on meetings.

Banking on AT&T

World Bank inaugurates ACCUNET service to Poland

As manager of global communications for the World Bank, Villi Brajovic spends his days talking kilobits, not dollars and cents. But he knows a good buy when he sees one.



JIM GARDNER

"When you double your service and pay less than before, obviously that's a win-win situation."

— VILLI BRAJOVIC —

In April, AT&T and Polish telecommunications carrier TP S.A. teamed up to offer Poland's first terrestrial digital service to the United States, enabling AT&T to offer International ACCUNET® Digital Service. The World Bank quickly signed on as AT&T's first customer to Poland, swapping its three analog private line circuits for one 64-Kilobit digital circuit — increasing its call capacity and lowering its monthly charge.

"When you double your service and pay less than you were before, obviously that's a win-win situation," said Brajovic. "Also, the digital circuits are very robust, so they're less sensitive to noise and environmental conditions. We'll have fewer outages than we had with the analog circuits."

The World Bank, founded in 1944, is a partner in strengthening economies and expanding markets to improve the quality of life for people everywhere, especially in the poorest countries.

The World Bank Group, with a total staff of about 9,800, includes the International Bank for Reconstruction and Development, the International Development Association, the International Finance Corporation and the Multilateral Investment Guarantee Agency. All are headquartered in Washington.

Like many data-intensive businesses that choose International ACCUNET Digital Service, the World Bank needs high-speed, high-volume voice and data communication among its offices around the globe. The Bank's network reaches 77 countries, with 69 nodes and 23 private line circuits, including five International ACCUNET Digital Service links to China, Russia, Brazil and Indonesia, as well as Poland.

"We have good private networks within these countries, and our goal is for every office to have the same functionality as we have at our headquarters," said Brajovic. "Many of our field offices are located in underdeveloped countries where digital service is not available, but, wherever we can, we're switching to digital circuits.

"We were pleased with the transition from the old circuits to the new one," he added. "Everything was done quite smoothly and professionally, and we had no problems."

Poland rejoined the World Bank in June 1986. The Bank initiated lending to Poland in fiscal year 1990, and net lending to that country so far totals approximately $3.7 billion. The Bank will use its new link to Poland for voice, fax, data transfer, file sharing and remote access to databases, e-mail and the Internet.

International ACCUNET Digital Service, available between the United States and 30 other countries, also offers video conferencing and fiber-optic connectivity among local area networks.

"We're glad that our customers with sophisticated data operations, such as the World Bank, now have access to this high-performance service in Poland," said AT&T's Jo Price, national account manager for the World Bank. "Establishing International ACCUNET service in Poland underscores TP S.A.'s commitment to advancing communications technology in that country, and we're happy to be working with them in support of our customers."

To find out how AT&T's International ACCUNET Digital Service can help your organization, contact your AT&T account representative. ■

Listening to State and Local Governments

AT&T embraces new partnerships

Times are changing for companies that provide products and services to today's government market, because the once-distinct boundaries between federal, state and local governments are blurring.

Martin Shannon
Bureau Chief
Office of Client Services
Information Systems Division
State of New Mexico

KATHIE KOENIG

Martin Shannon gives the New Mexico perspective.

To bring this dynamic, multi-billion dollar telecommunications market into sharper focus, AT&T Government Markets recently held its first state and local government conference in Crystal City, Va. The two-day event, entitled "Government Markets — A Unified Approach," was attended by AT&T Government Markets and state and local government officials.

KATHIE KOENIG

AT&T's Lisa Crawford hosts the conference.

"We anticipate increased joint activities between the federal and state governments throughout the remainder of the '90s," said Lisa Crawford, sales assistant vice president – Emerging Markets.

"The demands on state governments will intensify as the value and number of federal block grants increase."

Key portions of the program were dedicated to customer presentations, as John Kost and Martin Shannon, representing state governments of Michigan and New Mexico, respectively, provided an insightful view of procurement from the customer's perspective.

Kost, chief information officer for the state of Michigan, offered the following streamlined version of his state's procurement procedure:

- Determine the problem.
- Let vendors identify the solution.
- Pick the best solution.
- Buy it.

Kost also stressed that a best-value approach to acquisitions enables vendors to offer the solutions they need.

Shannon is bureau chief, Office of Client Services, Information Systems Division, for the state of New Mexico. He described how his organization serves as the central processing facility for the state's executive branch, with responsibility for statewide voice, data and radio communications. Shannon indicated the most effective solutions involve technologies that closely match the requirements of the applications.

For information on how AT&T can help your local or state government work more efficiently, please contact Lisa Crawford at 301 608-5800. ■

From Contacts to Contracts

AT&T-sponsored conference promotes minority contractor-supplier partnerships

The American Dream was alive and well at the ninth Virginia Business Opportunity Fair (VBOF) where more than 200 minority businesses identified and developed new business prospects.

AT&T was a major sponsor for this year's VBOF. The Virginia Regional Minority Supplier Development Council, a nonprofit organization that seeks to expand business opportunities and foster mutually beneficial economic links between minority-owned companies and the public/private sector, hosted the event.

Bernie McKay, AT&T's vice president for Emerging Markets, served as chairperson for the event, which attracted the largest number of sponsors and exhibitors ever. Keynote speakers included the Honorable Alexis Herman, assistant to the president of the United States, and retired Lt. Gen. Alonzo Short, former director of the Defense Information Systems Agency.

Bernie McKay

DOUG BUERLEIN

In his remarks, McKay described AT&T's long history of alliances with small, minority- and women-owned businesses. "Having a diverse supplier base is a cornerstone of AT&T's corporate diversity strategy," he said.

A Competitive Advantage

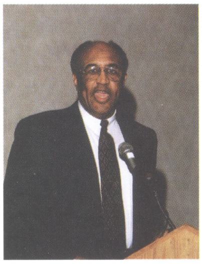
According to AT&T Chairman Robert Allen, improving the diversity of the company's workforce and leadership team has strengthened AT&T's ability to meet the needs of an increasingly diverse customer base.

"It also is a competitive advantage for AT&T to be so engaged in our partnerships with minority- and women-owned business enterprises," Allen said.

As tangible evidence of a corporate philosophy that embraces diversity, AT&T purchased more than $1 billion of goods and services from minority- and women-owned businesses in 1994. "These relationships allow our suppliers to realize their potential, tap into new markets, increase profits and create new jobs," McKay said.

Affirmative Action Championed

Alonzo Short, in his keynote address, stressed the need for continuation of the nation's affirmative action programs.


Alonzo Short

DOUG BUERLEIN

"The affirmative action and 8A 'set-aside' programs are not about reverse discrimination and quotas," he said. "These programs are about fairness and caring about how our country, with all its past problems, should advance as a whole."

Alexis Herman emphasized the importance for American businesses to "leverage and value" diversity as a key business strategy. "If our country is to remain a competitive global power, we cannot afford to be divided along lines of race, religion, gender or any other artificial barrier," she said.

Alexis Herman

DOUG BUERLEIN

Getting To Know You

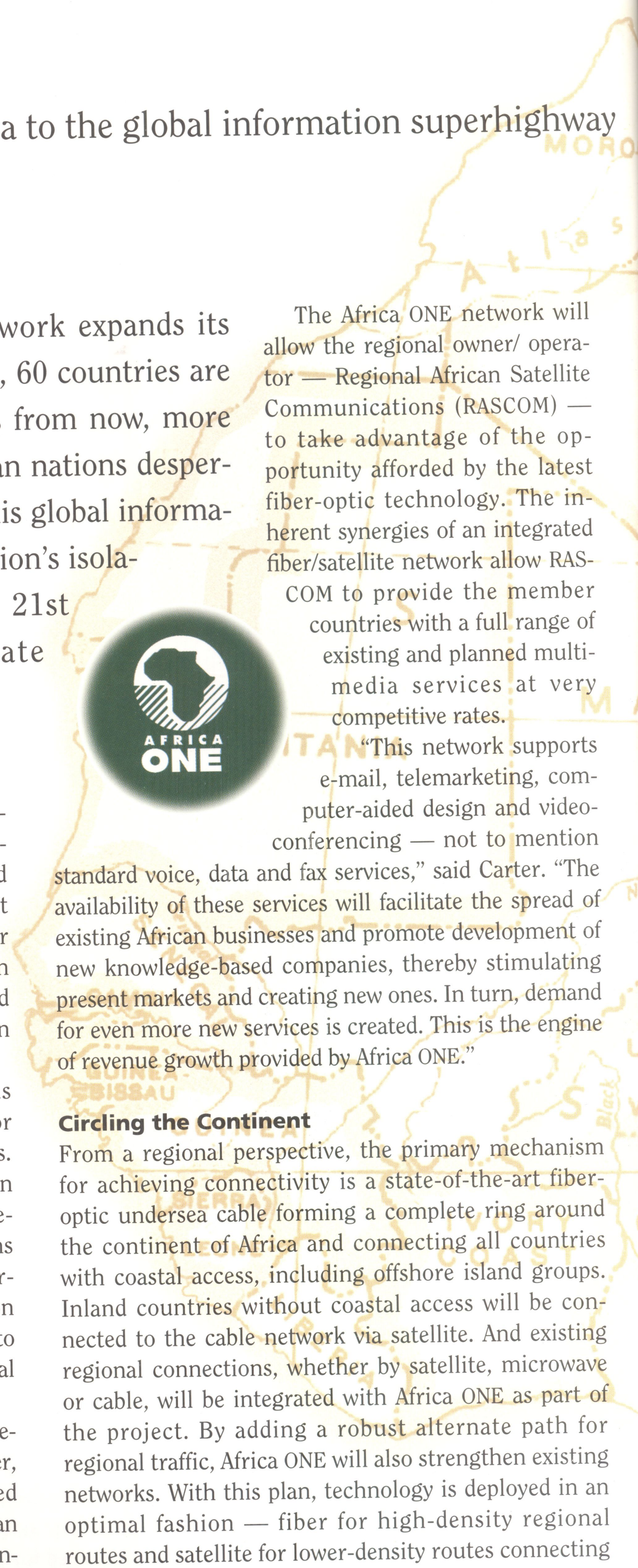
More than 200 minority firms were represented in this year's fair. The VBOF philosophy of "contacts lead to contracts" was much in evidence, as every company was encouraged to "make at least one new contract happen" during the fair.

The two-day program also included workshops on such topics as "Trends and Issues in Minority Purchasing," "The Federal Acquisition Streamlining Act," and "EDI and the Information Superhighway."

If you'd like information on AT&T minority business partnerships, please contact Stephanie McNeil Bates on 301 608-4680. ■

Africa ONE

New AT&T network will connect Africa to the global information superhighway



The global undersea fiber-optic network expands its reach every year. By the end of 1995, 60 countries are expected to be connected. Six years from now, more than 100 countries will participate. African nations desperately recognize the need to be a part of this global information superhighway, but it seemed this region's isolation was destined to continue into the 21st century due to its severely inadequate telecommunications infrastructure.

That's about to change.

Both AT&T Submarine Systems and AT&T Government Communications International (GCI) are targeting the continent of Africa for future partnering and marketing opportunities. And, in response to a request from the International Telecommunications Union for a recommendation on how to connect all countries in the African region to one another — as well as to world markets — AT&T has proposed a multifaceted solution called Africa ONE.

This plan would first focus on Africa's populous coastal centers, which serve as natural gateways for international trade and communications landing points. Then, Africa ONE would connect the countries within Africa through a regional network that seamlessly integrates and supports Africa's existing communications infrastructure. Finally, Africa ONE's undersea fiber-optic ring would be linked to the global information superhighway. Construction of Africa ONE is expected to begin in 1996 with the network being fully operational by 1999.

"Improved telecommunications and technology deployment is critical to this region," said William Carter, president, AT&T Submarine Systems, Inc. "Targeted investments in key technologies can move Africa from an aid-based to a trade-based economy and into the mainstream of international economic prosperity. AT&T is committed to helping that process by leading the development of a regional fiber-optic-based telecommunications network for Africa."

The Africa ONE network will allow the regional owner/ operator — Regional African Satellite Communications (RASCOM) — to take advantage of the opportunity afforded by the latest fiber-optic technology. The inherent synergies of an integrated fiber/satellite network allow RASCOM to provide the member countries with a full range of existing and planned multimedia services at very competitive rates.

"This network supports e-mail, telemarketing, computer-aided design and videoconferencing — not to mention standard voice, data and fax services," said Carter. "The availability of these services will facilitate the spread of existing African businesses and promote development of new knowledge-based companies, thereby stimulating present markets and creating new ones. In turn, demand for even more new services is created. This is the engine of revenue growth provided by Africa ONE."

Circling the Continent

From a regional perspective, the primary mechanism for achieving connectivity is a state-of-the-art fiber-optic undersea cable forming a complete ring around the continent of Africa and connecting all countries with coastal access, including offshore island groups. Inland countries without coastal access will be connected to the cable network via satellite. And existing regional connections, whether by satellite, microwave or cable, will be integrated with Africa ONE as part of the project. By adding a robust alternate path for regional traffic, Africa ONE will also strengthen existing networks. With this plan, technology is deployed in an optimal fashion — fiber for high-density regional routes and satellite for lower-density routes connecting to the cable from the interior.

In addition to the purely technical rationale for implementing Africa ONE as a regional network for all of Africa, there is an equally valid rationale based on cost. By using the same technology throughout the continent, economies of scale are achieved that no individual nation or subgroup of nations could ever achieve on its own. In fact, no other continent has ever had the opportunity to create such a ubiquitous network from scratch.

A full regional concept also has an inherently lower risk than any aggregation of smaller projects because the network architecture can be economically optimized for immunity to local problems. A systematically implemented regional network plan — like Africa ONE — is critical to Africa due to the dramatic economic disparity between the most developed and the least developed countries of the region.

"Africa is a distinct and diverse region, best served by its own regional network," added Carter. "A network connecting all the nations of this region to one another as well as to the global network would meet a combination of needs in the most expeditious way. And, by using the same technology for the entire region in a uniform approach, Africa gains the maximum economy of scale in planning, implementation and operation."

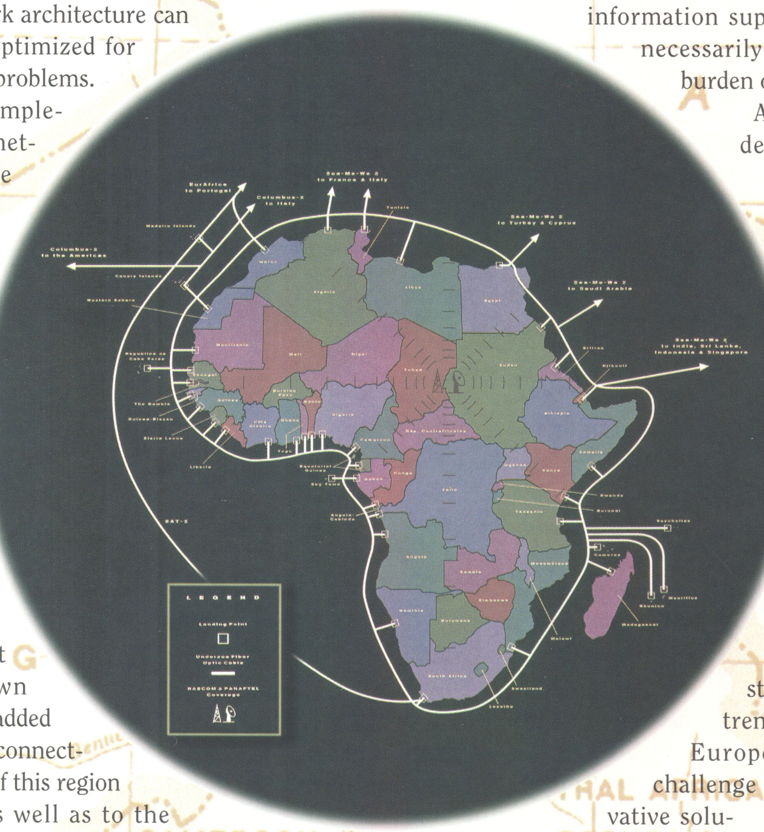
Joining Forces

The financing for Africa ONE is unique in that the opportunity to invest is open to the financial market at large. And, because participating African nations may or may not choose to invest, even the poorest countries can reap the benefits of connectivity; each country pays only for the capacity it desires or services it uses.

The advanced architecture and technology of Africa ONE provide flexibility to absorb growth and change in the region, as well as quality and reliability second to none. And the business structure of Africa ONE gives all African nations the best of both worlds — the ability to reap the benefits of connection to the global information superhighway without necessarily bearing the entire burden of investment.

Anxious to meet the demands of government business in Africa, AT&T GCI is setting up a permanent location in Johannesburg, South Africa. Keith Springen, GCI vice president, added, "AT&T has made a corporate commitment to bring U.S. communications technology to Africa, stemming the present trend of domination by European industry. Our challenge is to develop innovative solutions that meet the tremendous growth opportunities in Africa's communications industry."

If you'd like more information on Africa ONE, please contact AT&T Submarine Systems' Walter Fulcher at 201 326-2477. ■


EurAfrica to Portugal
Columbus-2 to Italy
Sea-Me-We 2 to France & Italy
Tunisia
Sea-Me-We 2 to Turkey & Cyprus
Sea-Me-We 2 to Saudi Arabia
Sea-Me-We 2 to India, Sri Lanka, Indonesia & Singapore
Madeira Islands
Columbus-2 to the Americas
Canary Islands
Western Sahara
Maroc
Algeria
Libya
Egypt
Mauritania
Mali
Niger
Tchad
Sudan
Eritrea
Djibouti
Republica de Cabo Verde
Senegal
The Gambia
Guinea-Bissau
Guinea
Sierra Leone
Liberia
Côte d'Ivoire
Burkina Faso
Ghana
Togo
Benin
Nigeria
Cameroun
Rép. Centrafricaine
Ethiopia
Somalia
Equatorial Guinea
Sao Tome
Gabon
Congo
Zaire
Uganda
Kenya
Rwanda
Burundi
Tanzania
Seychelles
Angola-Cabinda
SAT-2
Angola
Zambia
Comoros
Mozambique
Madagascar
Reunion
Mauritius
Malawi
Zimbabwe
Namibia
Botswana
South Africa
Swaziland
Lesotho
LEGEND
Landing Point ☐
Undersea Fiber Optic Cable
RASCOM & PANAFTEL Coverage

AT&T's Africa ONE concept would bring the information superhighway to Africa by the year 2000. The proposed system would support the latest communications services via a 35,000 kilometer undersea fiber-optic ring connecting 41 coastal countries and islands of Africa plus Saudi Arabia and Italy.

Noted With Delight

AT&T-sponsored “Spring Magic” concert makes music fun for kids

“MOLTO BENE,” squealed three-year-old Donatello Cizza in smiling Italian. “Yes, very fine,” agreed his five-year-old sister Laurentina. Donatello and Laurentina were just two of the critics giving rave reviews of the AT&T-sponsored Spring Magic concert of Washington Pro Musica at the John F. Kennedy Center for the Performing Arts.

ELISA KOMINS

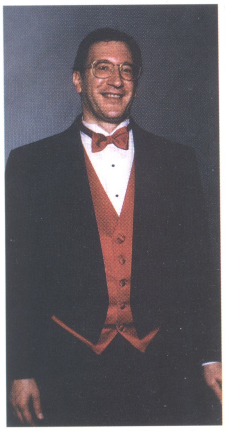
From left, critics Laurentina Cizza, Marina Isgro, Donatello Cizza and Angelica Isgro.

The evening was a kid's delight, a carefully woven mixture of symphonic music, opera, dance, storytelling and magic. AT&T presented the concert for the Washington international community, and the audience of 425 included guests from many embassies.

Although the orchestra has won many favorable critical reviews, the kids are the critics who really matter.

Founded in 1981 by conductor Philip Momchilovich and a handful of musical friends interested in widening the audience for classical music among young people, the orchestra performs throughout the Washington metro area, providing family entertainment that introduces children to classical music.

“We were concerned that the traditional audience for classical music was dying out,” said Momchilovich, who received much of his musical training in England and Ireland. He has served as conductor of the National Irish Light Orchestra, musical director of the Coast Guard Headquarters Band and director of the Washington Area Massed Orthodox Choirs. “We wanted to acquaint children with good music with the primary goal of having fun. We make music to be enjoyed, not worshipped.”


ELISA KOMINS

Philip Momchilovich

That's why Washington Pro Musica concerts are fast-paced and highly visual, with no chance for boredom. “We're competing with MTV, Nintendo* and video games,” said Momchilovich. “Who can sit through an hour of Bruckner or Mahler without falling asleep? Certainly not kids. We make the music enjoyable, with stories and dancing and magic. There's a lot going on, and the kids really get into it.”

The program featured a Prokofiev march, choruses, solos and dances from operas by Verdi, Bizet, Puccini and Smetana, Dvorak's “Slavonic Dances” and a *pas de deux* from Tchaikovsky's “The Nutcracker.”

Narrators Susan Clark, executive director of Washington Pro Musica, and Jim Harriott told the stories behind the music. Magician Barry Taylor held the crowd spellbound as he made flowers and doves appear from nowhere, and “The Lion King Orchestral Suite” from the Walt Disney movie brought the house down. “Every kid knew all the lyrics,” said Momchilovich.

“We wanted to sponsor an event that would reach out to families,” said Bernie McKay, AT&T vice president-Emerging Markets. “So many duties of our customers demand time away from their families. But we wanted to thank our many customers in the international community while creating this event centered on music and fun.”

Flaxen-haired sisters Angelica and Marina Isgro, ages six and nine, will remember the show for a long time. “I loved the music and the dancing,” said Angelica. “And the birds and flowers!” added Marina. “I wonder how they did that?” ■

* Nintendo is a registered trademark of Nintendo

AT&T Tunes in to the Arts

AT&T sponsors OAS concert at the Kennedy Center

ELISA KOMINS

Pianist Jon Nakamatsu at the keyboard.

The Organization of American States and AT&T Government Markets recently joined together to sponsor the final event of the OAS 60th anniversary concert series season, an all-Chopin recital by rising young pianist Jon Nakamatsu at the John F. Kennedy Center for the Performing Arts. Nakamatsu won first prize in the fifth National United States Chopin Piano Competition this spring in Miami. He will represent the United States in the International Chopin Piano Competition in Poland this October.

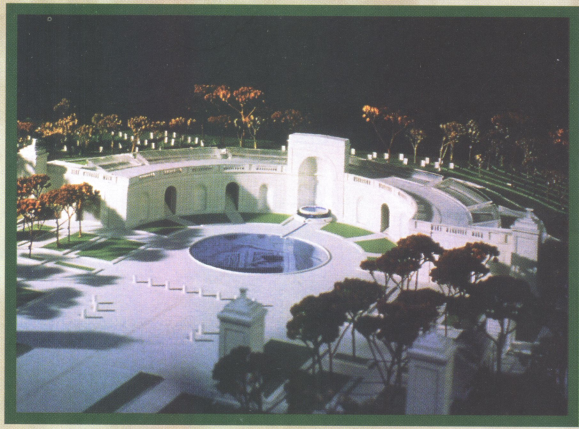
Dr. Cesar Gaviria Trujillo, former president of Colombia, assumed his post as the new secretary general of the OAS in September, in time to inaugurate the 1994-95 concert season of the OAS Division of Arts. This long-running concert series began in 1934 to provide international exposure and recognition for composers and musicians from the Americas.

The OAS has a membership of 34 permanent missions and ambassadors and 30 permanent observer countries' missions and ambassadors. Since 1975, the OAS Division of Arts has been under the direction of Dr. Efrain Paesky, an Argentine pianist and university professor.

"We are very pleased to have participated as a sponsor for this OAS concert," said AT&T's Lisa Crawford, assistant vice president for New Business Development and Sales. "In today's economic climate, corporate sponsorship of the arts is more important than ever."

Pianist Nakamatsu shares a similar viewpoint. "Corporate support is most necessary for the arts, with government funds being so limited," he said. "Without such corporate involvement, the public will not have the access to the arts that it should and the artists will lack the performance opportunities they need. As an artist, I am very encouraged to see companies like AT&T invest their funds, time and effort in fostering the growth of the performing arts." ■

Women in the Military



WIMSA

During the Revolutionary War, Deborah Sampson disguised herself as a man and fought with other colonial soldiers against the British. She was booted out when the doctor treating her third battle wound discovered Sampson was a woman.

In the more than 200 years since Sampson joined the fight for America's freedom, nearly two million women have served with distinction in all branches of the United States armed forces. To recognize their contributions to the nation, Congress in 1986 created the Women in Military Service for America (WIMSA) Memorial Foundation. The organization was charged with raising the necessary funds and selecting the design for a memorial, to be built at the entrance to Arlington National Cemetery, that honors all past, present and future U.S. military women.

After a nationwide competition, WIMSA on April 28 gave final approval to the design submitted by Marion Gail Weiss and Michael Manfredi of Weiss/Manfredi in New York City. About 5,000 people attended the June 22 groundbreaking ceremony at Arlington National Cemetery.

The designers' concept calls first for the restoration and repair of the existing hemicycle at the main gate. Four stairways then will be added to it, leading to an upper terrace on which there will be an arc of glass "pages" with etched quotations from servicewomen.

The lower terrace in front of the hemicycle wall will feature a reflecting pool and the Court of Honor, while behind the hemicycle will be an education center that houses a Hall of Honor, a theater and a computerized registry of servicewomen. Using that database, which will serve as a living legacy, memorial visitors may gain access to photos, military histories and individual stories of registered women.

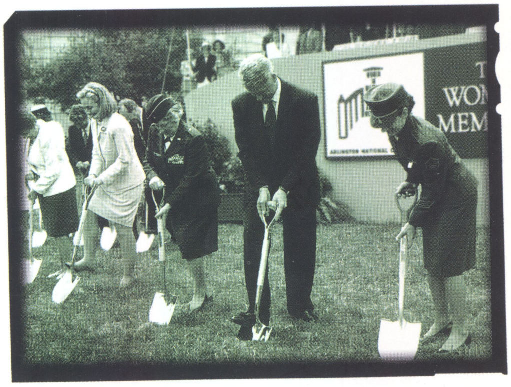
A $9.5 million congressional grant will pay for repairs and restoration of the hemicycle. Memorial construction will cost about $8.2 million, of which $5 million is coming from the proceeds of the sale of 500,000 commemorative silver dollars. To raise the remaining $3.2 million, WIMSA has enlisted the financial support of AT&T and other major U.S. corporations, along with the donations of countless individuals around the country. When WIMSA approved the final design in April, AT&T's Richard Lombardi, president of Government Markets, expressed the company's pride in being a supporter of the memorial since 1993.

"Our long history supporting America's military efforts began with the telephone operators sent to the front lines in France during World War I to assist with communications," he said. "We are pleased today to pay tribute to the many women who served and continue to serve in so many ways."

WIMSA has set up an AT&T toll-free number, 1 800 I SALUTE, for individuals seeking more information on donation procedures and/or who wish to register a servicewoman or veteran for the memorial's database. WIMSA is asking descendants and friends of deceased servicewomen to register them. ■

WILLIAM A. HOOFATT, JR.

BREAKING NEW GROUND



On June 22, at the gateway to Arlington National Cemetery, 5,000 people gathered to break ground for a memorial honoring America's women in military service. It was the largest gathering ever of military women and women veterans, whose service spans the time from World War I to the present. AT&T is one of the corporate sponsors of this memorial, which is scheduled for completion in 1997.

Here are some excerpts from remarks at the groundbreaking ceremony.

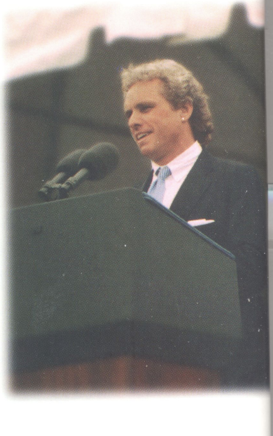
George Frampton
ASSISTANT SECRETARY OF THE INTERIOR

The monuments and memorials that have been entrusted to the Park Service evoke our nation's history and its heroes, our hopes and our dreams, the nation's most fundamental values — and they commemorate those who have given their lives to defend those values. Millions come here every year to learn and to remember. We know the power of memorials to inspire and to heal. The role of women in the military has been an unsung melody in our history. So it is fitting, I think, that this new memorial to the nearly two million women who gave and continue to give military service for America should rise here at the gateway to our national cemetery, where the supreme sacrifice is honored.

Frank H. Murkowski
U. S. SENATOR (R-ALASKA)

...Today we have a grateful nation beginning the long overdue process of recognizing its women veterans. This monument will be a symbol of our gratitude, but it cannot capture the full extent of their contribution. That can only come through the realization that we are blessed to live as citizens of a free society and that we owe that freedom in no small part to their sacrifice.

Joseph P. Kennedy
U. S. CONGRESSMAN (D-MASS.)



Going back to the Revolutionary War, every time there was conflict, every time our country needed assistance, the women of this country responded for one reason: because of the love they have for the United States of America. Ladies and gentlemen, this is an important memorial. It's important to recognize and honor those that love this country, that give their lives for this country, whether it be in death or whether it be in their life's work. To each and every one of you that have given so much, this memorial is our government's way of saying thank you.

Gen. John Shalikashvili

CHAIRMAN, JOINT CHIEFS OF STAFF

The life of this new memorial, this new monument, will not lie in its stone and granite and glass, as beautifully arrayed as those will be. It will be instead in the stories and in the faces of the proud women in this monument's registry. And here, forevermore, when Americans come to this spot, they will see courage and dedication and sacrifice.

PHOTOGRAPHS BY ELISA KOMINS

Togo D. West, Jr.

SECRETARY OF THE ARMY

...The story of the service of women in uniform to America cannot be read between the lines of the monuments and memorials that already are here in the nation's capital. This memorial, in names and stories of over two million, will make that story clear.

William J. Perry

SECRETARY OF DEFENSE

This memorial will speak to the thousands of Americans who come to the nation's capital every year. It will say that when the call came to protect our nation's freedom, women answered; that when the need arose for great courage and sacrifice, women met that need; and that when the roles of America's heroes are posted, America's women will be listed. It is fitting that we begin to set this record straight with a groundbreaking, because the women we celebrate are themselves ground breakers. The ground they broke was hard soil indeed, but with great heart and true grit, they plowed right through the prejudice and presumption, cutting a path for their daughters and granddaughters to serve their country in uniform.

First Lady Hillary Rodham Clinton

HONORARY CHAIR, WOMEN IN MILITARY SERVICE FOR AMERICA MEMORIAL FOUNDATION

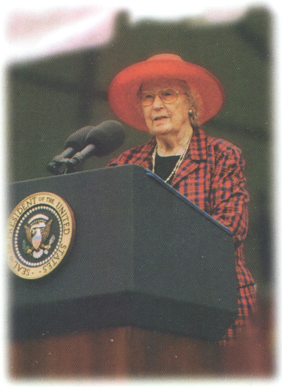
What has become clear to me and why I believe so fervently in the purpose of this memorial, is that with many of our women veterans, as with many of our men veterans, the experiences that they encountered during their service, however transforming to their lives, were often stored away, like the clothes they wore, in an attic, after they left the service. ... For thousands of women, and for thousands of their daughters and sons, granddaughters and grandsons, the memorial being built will help unearth memories, will help us finally honor the sacrifice to duty and country that so many women have given over our history.

BREAKING NEW GROUND

Mary Lou Keener

GENERAL COUNSEL,
DEPARTMENT OF VETERANS AFFAIRS

Until recently, when the country began to accept and take responsibility for women as veterans, VA programs were not well geared to accommodate us. Many VA facilities were not prepared to meet women's health needs. But I'm also here to tell you that there have been many new and exciting changes regarding women's programs at the VA. ...Women who have served should take advantage of the veterans' benefits and services that you have earned. And women who have served must stand up for the rights of their fellow veterans, both female and male. That's why this memorial is so very important.



Yeoman First Class Anne Pedersen Freeman

U.S. NAVY VETERAN, WORLD WAR I

In 1918, my high school graduation gift from my father, a Spanish-American War veteran, was a trip to Washington, D.C. I was 17 years old. The most exciting part of my visit was seeing some women in uniform. I said, "Oh that's for me." Soon as I returned to New York, I went straight to the Navy recruiting office and signed up. ...June 20th, 1919, I was discharged and spent four days in the Reserves. I would have liked very much to have remained in the Navy, but that was not possible for women at that time. ...I have been so pleased to see the opportunities grow for women to serve their country in the military service. When I served, women didn't even have the right to vote.

Retired Brig. Gen. Wilma L. Vaught, U. S. Air Force

PRESIDENT, WOMEN IN MILITARY SERVICE FOR AMERICA
MEMORIAL FOUNDATION

As we planned this memorial, we wanted it to be something more than just a statue or some granite and stone. We believed it needed to tell the story of women's service to the nation, a service that started with the American revolution. The memorial we'll be building will tell that story and tell it in many ways: from its arc of glass tablets with quotations from women who served, to the water fountain in the great niche, directly behind me, where the sound of water will symbolize their voices. The education center — to be built behind this wall just behind me — will contain their voices in film, exhibits. The computer register, where their words will tell of their memorable experiences and they'll be recorded forever. And in the Hall of Honor, where we will list the names of those killed in action, killed in the line of duty, our prisoners of war — and two of our 90 prisoners of war are here with us today — and the women of special accomplishment.

Senior Chief Petty Officer Saundra L. O'Toole

U. S. COAST GUARD

It's truly an honor to represent the enlisted women of the armed forces. As we break ground for this memorial, each woman can feel extremely proud. Veterans, I want you to know that those of us serving today say "thank you" for your many achievements. You can be confident that the professionalism you displayed while you were serving your country continues with the servicewomen of today.

Retired Brig. Gen. Anna Mae McCabe Hays

FORMER CHIEF OF THE ARMY NURSE CORPS

I am honored to pay tribute to military nurses. ...Today, former patients still inquire about that special nurse who gave them care in a hospital or on the ship or in a plane. The one that they remembered through the years. Soon they will be able to come to the memorial on this site, find her name in the registry and perhaps see her photo. And for a moment, they will recall her smile, the tender touch of her hands, her soothing voice of encouragement or her loud cry of "Hang in there; you're going to make it." And once again, they will be able to say, "thank you."

**Retired Brig. Gen.
Hazel W. Johnson-Brown**

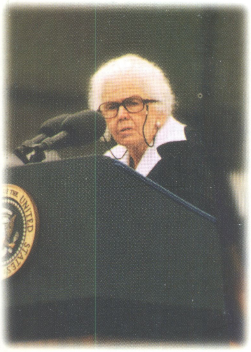
16TH CHIEF OF THE ARMY NURSE CORPS

It is with a great sense of honor and humility that I have accepted this opportunity to recognize minority women in uniform. ... In the past, women, particularly minority women, have always responded when there was a crisis or need. We acknowledge all minority women in uniform, both present in this audience and not present. You are the strength of our success. You represent the patchwork quilt of diversity which is America: race, creed, color and ethnicity. This memorial salutes the vision, strength, dedication and leadership of women in uniform. It will serve as a source of great pride to all and should be a stimulus to all to emulate the leadership of minority women in uniform, past, present and future.

Maj. Gen. Carol A. Mutter

U. S. MARINE CORPS

It's truly an honor for me to be here today representing active duty women officers, the vast majority of whom, like me, come from ordinary backgrounds and have been given the opportunity to do some very extraordinary things by serving in our military. ... I'm the first woman to be promoted to major general in the Marine Corps and currently the senior woman on active duty in the military. As you all know, opportunities for women in the military have expanded significantly in the last few years. Women occupy key positions in the Department of Defense. The combat exclusion law has been repealed, opening thousands of new assignments for women — and many of those aboard ships and in airplanes. Our opportunities for service continue to grow, and we're very grateful to all who have supported the building of this memorial.



Retired Col. Mary A. Hallaren

U. S. ARMY

More than 200,000 women served in [World War II] at home and overseas. They served in Europe, in North Africa, and the Far East. They island-hopped in the Pacific, strafed by Japanese planes. They served in England, under the buzz bombs, the V1s and V2s. The quality of their work is on record, in the number of unit citations, Purple Hearts, Bronze Stars, and Legions of Merit that were awarded them. When the war ended, the military leaders of all the armed services were unanimous in their conclusion: women should be a permanent part of the military, regular and reserve. The result was the Women's Armed Services Act of 1948, the foundation on which the women who followed have opened new avenues of challenge and set new records of achievement.

President William J. Clinton

Women have been in our service, as has been said, since George Washington's troops fought for independence, clothing and feeding our troops and binding their wounds. They were in the struggle to preserve the Union as cooks and tailors, couriers and scouts, even as spies and saboteurs. ...Women were there during the two World Wars and slowly, our military establishment, that for decades had sought to limit women's roles, brought them in to serve — as WACS and WAVES, SPARS and WASPS and Women Marines. In our nation's shipyards and factories, women helped to build democracy's arsenal. From the beaches of Normandy to the Pacific Islands, they endured bombs, torpedoes, disease, deprivation to support our fighting forces.

Despite this history of bravery and accomplishment, for very much too long women were treated as second-class soldiers. They could give their lives for liberty, but they couldn't give orders to men. They could heal the wounded and hold the dying, but they could not dream of holding the highest ranks. They could take on the toughest assignments, but they could not take up arms. Still, they volunteered, fighting for freedom all around the world, but also fighting for the right to serve to the fullest of their potential. And from conflict to conflict, from Korea to Vietnam to the Persian Gulf, slowly, women have overcome the barriers to their full service to America.

WHY BUILD A MEMORIAL TO WOMEN IN THE MILITARY?

FOR "SHINING STARS" LIKE CINDY

> "Do not mourn only for me. Mourn for all of us who have given up our lives so that others may live free."

LORING

"She *loved the beach and* loved to dance, and if there was music on she was moving." That's how Phyllis Beaudoin described her daughter Cindy, who graduated from Plainfield (Conn.) High School and dreamed of a career in medical research.

On February 28, 1989, when she was 17 years old, Cindy Beaudoin joined the Connecticut Army National Guard and was assigned to a medical unit. "She joined for college tuition money," Mrs. Beaudoin said. "But it became a lot more than that. She wanted to make it a 20-year career. She got to see a lot and enjoyed the service."

Besides, military service ran in the family. Her dad, Paul, is a Vietnam veteran and was in the National Guard, too.

In November, 1990, Cindy's unit was called to active duty to support operations in the Persian Gulf. The University of Connecticut freshman had a good excuse to stay home. Scoliosis — curvature of the spine — subjected her to frequent back pain. The Army said she could remain at Ft. Devens, Mass., and not go overseas, but she chose to stay with her company.

"Cindy was the youngest person assigned to our unit," said her platoon sergeant, Bob Jacovino. "She was our shining star— always bubbly and lifting people's spirits."

But Cindy also had a dark premonition. Overseas, she gave Jacovino a letter and asked him to deliver it to her parents if anything happened to her. "I said 'You're crazy. Relax.' Then I hastily took the letter and told her to get back to work," Jacovino recalled.

Exactly two years to the day after she had joined the Connecticut National Guard, Specialist Cindy Marie Beaudoin was wounded in an explosion as her medical convoy traversed the desert. Jacovino and a doctor on the scene administered medical treatment until a helicopter arrived to evacuate her. She died a short time later. She was 19 years old.

In submitting her name for the WIMSA memorial, Jacovino wrote:

> Serving as a medic in the Gulf War, Cindy was killed in action on February 28, 1991, just hours after a cease-fire was declared. While rendering first aid to surrendering enemy soldiers at the Iraq-Kuwait border, an explosion killed her platoon commander and wounded several other members of her platoon. Cindy immediately utilized her rifle and assumed a fighting posture in an attempt to defend her comrades. A second explosion mortally wounded her. In her last letter home, Cindy wrote, *Dear Mom and Dad, I hope you never have to open this letter because it means that something has happened to me. This is my final goodbye to both of you. Do not mourn only for me. Mourn for all of us who have given up our lives so that others may live free.*

Phyllis Beaudoin said her daughter would be greatly honored by recognition at the WIMSA memorial. "Long after Paul and I are gone, Cindy will still be remembered," she said.

Remembrance is what the memorial for Women In Military Service to America is all about — for Cindy and for all the women who have served our country so courageously and faithfully. ■

The Reunion

Before the groundbreaking, women get together to reminisce

MAKING OLD CONNECTIONS: Veteran Analee Haire Blasko at the switchboard.

Emanating from the ballroom's ceiling speakers was the Big Band music of World War II, with vocals provided by the Andrews Sisters, Vaughn Monroe and Rosemary Clooney. Beneath the mellow music, however, near-pandemonium reigned as hundreds and hundreds of women, ranging in age from their early 20s to 90-something, milled throughout the huge room, renewing old friendships and striking up new ones as well.

Whether in wheelchairs, leaning on canes or walking under their own power, all the women seemed to be in constant motion. Their excited shouts of recognition revealed accents from all 50 states, Puerto Rico, Guam and even Europe.

It was indeed a time for recognition, as the enormous crowd of women veterans, reservists and active-duty members of the U.S. armed forces gathered in Washington to acknowledge each other the night before the groundbreaking ceremony for the Women in Military Service for America (WIMSA) memorial at Arlington National Cemetery.

Martha Thompson, an Alabama native who served in the Navy Nurse Corps from 1955 to 1959, sat down at one point to rest a bum knee, scanned the huge crowd and pronounced both the reunion and the soon-to-be-constructed memorial "fantastic."

"Having the memorial reflect all women in all services is a great idea," she said, "and it's long overdue."

Echoing that sentiment was Margaret Edwards Skelly, who joined the Womens Army Corps in 1942. A captain when she was discharged in 1946, Skelly was in the ninth class of the Officers Candidate School (OCS). She even brought with her the Thanksgiving dinner menu from 1942, signed by all the women in her class at Fort Des Moines, Iowa.

"I sent money for the memorial," said the resident of Brooklyn, Conn., "and then I decided I'd come down for the reunion and groundbreaking. What the heck, I thought, I'm 77 and there'll probably never be another event like this for me."

She moved on quickly, hoping to find some of her OCS classmates by comparing the faded signatures on that 1942 menu with names on

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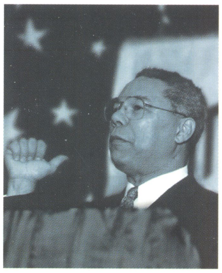
Retired Brig. Gen. Wilma Vaught

Retired Lt. Col. Charity Adams Earsley

Rep. Maxine Waters

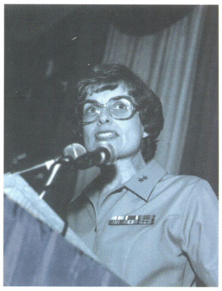
Vice Adm. Frank Bowman

PHOTOGRAPHS BY ELISA KOMINS



Retired Gen. Colin Powell

Rear Adm. Fred Ames



Maj. Gen. Carol Mutter

Lt. Gen. Eugene Habiger

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1995 identification badges.

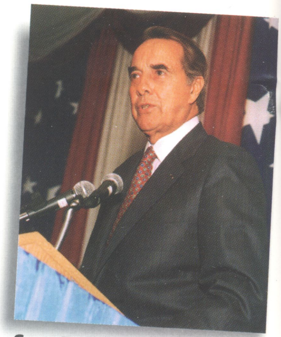
"Ah, geez, it's been a long time, gal," yelled one woman, as she fiercely embraced a long-lost buddy from her World War II Navy Women Accepted for Volunteer Emergency Service (WAVES) unit.

That scene, with similar words, was repeated over and over throughout the evening, as individuals found friends and acquaintances they'd not seen for years.

One woman made it easier for her military buddies to erase the passage of time. Dorothy Mize Westbrook, a member of the Women's Army Corps from 1943 through 1945, strode into the ballroom carrying a large placard on which she had mounted a blowup of her official service photo. It apparently worked, for the crowd around her grew progressively bigger throughout the evening.

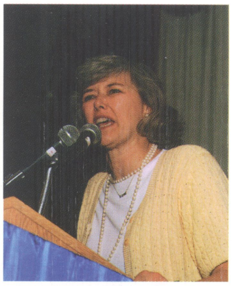
Iris Palestrini Robertson, a native of Philadelphia who served in the Army Nurse Corps from 1943 to 1954, paused long enough to describe some of her experiences caring for soldiers wounded in the European theater during World War II.

Among her most vivid memories, she said, was a young man who was put aboard the hospital train on which Palestrini was working. "I told him I'd be right over to wash his hands and face," she recalled. "He said, 'Well, you can wash my face, but my hands are in Germany.' That was when I realized both his hands had been blown off in battle."



Sen. Bob Dole

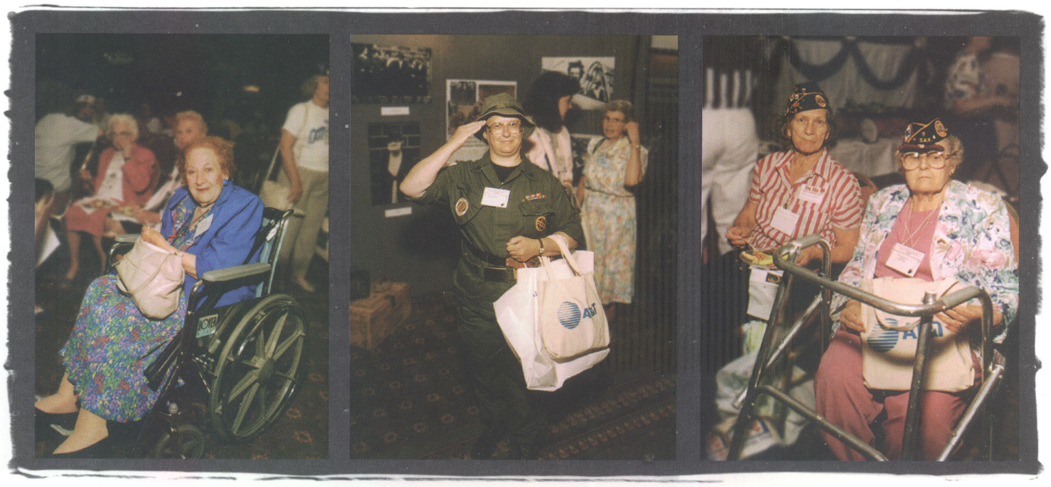
She smiled briefly and then moved on, saying she wanted to try to find some other nurses who had worked on that hospital train with her.



Rep. Patricia Schroeder

In mid-evening, the women turned their attention to the podium just long enough to acknowledge the salutes of numerous military and civilian officials who had come to honor them. They applauded and cheered after each brief speech, but Rep. Patricia Schroeder (D-Colo.) seemed to best express their pride in themselves — and that of the nation — when she told the crowd, "We waited too long to tell your story." ■

"IT'S BEEN A LONG TIME": WIMSA reunion attendees



The Celebration

Celebrities and veterans join together for a big B*A*S*H

The glow from the crystal chandeliers ignited the thousands of sequins, rhinestones and service medals that bedecked the gowns and dress uniforms of hundreds of America's military women. But the sparkle in their eyes and the brilliance of their smiles glowed many times brighter.

Washington was the site of a black-tie dinner capping the two-day celebration for hundreds of active and retired American military women. This event followed the groundbreaking for the Women in Military Service for America (WIMSA) Memorial at Arlington National Cemetery.

Women of all ages and from all branches of military service embraced, reminisced and shared their enthusiasm for the creation of the WIMSA Memorial, a long-overdue tribute to the contribution of women to America's military.

Role models for M*A*S*H

Paula Zahn and Loretta Swit were mistresses of ceremonies for the event. Swit took the podium at dinner to recount a history of the changing role of women in America's military. She noted that, whether women performed the traditional tasks of cooks, nurses and secretaries or the high-tech jobs of women on the combat aircraft and ships of today, "one thing remains constant. . . the dedication, valor and courage with which they have served in defense of our nation." Later, she told the audience, "When I was doing M*A*S*H, I received many letters from young women saying that I was the role model for their choice of a career in the military. I'm here to set the record straight. You were my role model. You were my inspiration."

AT&T
June 22, 1995
Women In Military Service Memorial
$ 1,000,000
One million &
0/100
Dollars
AT&T Government Markets
Washington, D.C.

Loretta Swit, Dick Lombardi and retired Brig. Gen. Wilma Vaught proudly display AT&T's contribution to WIMSA.

A nation blessed with women patriots

Gen. John Shalikashvili, Chairman of the Joint Chiefs of Staff, smiled broadly at the tables of military women in the ballroom and said, "A nation that loses its heroes loses its greatness. We are here to make sure, once and for all, that these women will always be remembered and will never go unacknowledged. Our nation is blessed with millions of women

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PHOTOGRAPHS BY ELISA KOMINS

Gen. John Shalikashvili

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patriots. They will no longer walk in the shadow of their brothers. Now, they will walk shoulder to shoulder. Today," he concluded, "you have turned on a light. A light that will shine forever on our women in uniform."

Secretary of Defense Dr. William Perry added, "We celebrate the gains of daring women, past, present and to come. I hope we are near the day," he said, "when an extraordinary feat by a woman in the military will simply be known as an extraordinary feat."

At the conclusion of the dinner, Swit introduced Dick Lombardi, president of AT&T's Government Markets, calling AT&T a "friend and benefactor." AT&T Government Markets underwrote the evening's events and is a founder of the WIMSA Memorial.

Dr. William Perry

"As a citizen of this great nation," Lombardi said, "I am honored to stand before those of you in the audience whose service the WIMSA Memorial will commemorate. We celebrate the legacy of the women who have answered their country's call to service. We also pay tribute to these women as standard bearers. They have paved the way for all women, regardless of their chosen field."

Noting AT&T's ongoing technical support for the U.S. military's communications needs, Lombardi added, "Time and again we have responded with the most precious of resources, our employees. ...And so, on another level, our support for the Memorial also symbolizes our recognition of the contributions the women of AT&T have made to the cause of freedom. We like to think that our support for this Memorial is just one more example of our appreciation for the contribution that women have made to the success of AT&T."

Paula Zahn

Thundering applause

On behalf of the women and men of AT&T, Lombardi presented retired Brig. Gen. Wilma Vaught, president of the WIMSA Memorial Foundation, with a check for one million dollars covering past, present and future contributions. The audience instantly rose to its feet and expressed its appreciation with a deafening round of applause and a couple of Marine hoots as well.

Later, in a quiet corner of the dining room, two elderly ladies were engaged in a personal reunion of their own. Both veterans of World War II, they were "catching up" after an almost 50-year break in their relationship. Her friend asked retired Commander Aline Arceneaux whether or not she had ever married. "I like to think of myself as an unclaimed treasure," she answered.

Not so, Aline. On this memorable day in Washington, Arceneaux and all of her many treasured colleagues, both active and retired, were at last claimed by the U. S. military and, indeed, by all of America. ■

> "We like to think that our support for this Memorial is just one more example of our appreciation for the contribution that women have made to the success of AT&T."

16 VETERANS
16 EMPLOYEES
16 STORIES

16 WOMEN

Across the country, there are many AT&T women veterans, and we present 16 of their stories here. These women had different reasons for joining up — like wanting a challenge or an education or simply to see the world. But no matter what their rank or branch of service, they tell of remarkably similar benefits from their military service: leadership and teamwork skills, a strong sense of camaraderie and more.

WOMEN IN MILITARY SERVICE FOR AMERICA MEMORIAL

FRED SMITH ASSOCIATES

KAY AKINS

MILITARY

Senior Master Sergeant, Illinois Air National Guard, Retired
1968-1972, U.S. Air Force
1974-1990, Illinois Air National Guard

AT&T

Senior Technical Associate, Network Systems, Naperville, Ill.

MY MILITARY EXPERIENCE INCLUDED A VARIETY OF assignments in logistics support, which is the supply function. I was the first female First Sergeant for the Illinois Air National Guard. The military was like family to me; people got real close, and we had to depend on each other. I feel a strong common bond with other veterans. While on duty, I did quite a bit of traveling — to Norway, England and Germany. During the Vietnam war, I was stationed in Taiwan; and I was briefly called to active duty in Spain during Desert Shield. The military gave me a lot of responsibility and taught me organizational skills, teamwork, and to do whatever has to be done to meet a deadline. There have been a lot of changes since 1968. Back then, most military women were in medical fields, in supply or worked as secretaries. Women do almost everything now, and they have a lot more authority.

CAREY BLAKE

MILITARY

Captain, New Jersey Army National Guard, 1983-present

AT&T

Manager, Public Relations, Basking Ridge, N.J.

I JOINED THE MILITARY for new experiences and the educational benefits; it helped me attain a master's degree from the University of Texas. Now, 12 years after joining, the Army is still a serious career for me. I'm a company commander, and my unit's mission is to install and operate a mobile telecommunications network. The military experience is very intense, involving more of the individual than many corporate jobs. There's a physical and an emotional element as well as a mental one — I'd miss it if I gave it up. Nurses led the way for women in the Army, but today the Army is making progress opening doors for women in almost all its fields. Perhaps this story is a sign of the times: Often when I'm talking to soldiers for the first time, they slip and call me "Sir." Recently, while I was talking to my battalion's commander and one of my lieutenants, both male, the lieutenant slipped and called the battalion commander "Ma'am." I enjoyed that!

WILLIAM A. HOOFATT, JR.

FRED SMITH ASSOCIATES

LOIS BUGG

MILITARY

Midshipman Second Class
U.S. Naval Academy, 1981-1983

AT&T

Member of the Technical Staff, Network Systems, Naperville, Ill.

I SPENT TWO YEARS AT THE Naval Academy, which was a real culture shock for an 18-year-old African-American woman. I learned how people from many cultures come together to pursue and achieve a goal much larger than themselves. My experience gave me a real sense of duty, honor and country. I learned a lot about what I'm capable of doing, pushing myself beyond all limits; and I gained a sense of tenacity — the ability to just get a job done with no complaints or reasons why it can't be done. Today, I find myself better able to contribute to committees and task forces by using the skills I learned at the academy. The challenges of projects, job assignments and work groups are seen as puzzles to be solved, not problems.

FRED SMITH ASSOCIATES

MICHELE BELLINA

MILITARY

Major, New York Army National Guard
1980-present

AT&T

Technical Manager,
AT&T Bell Laboratories, Holmdel, N.J.

THE NATIONAL GUARD BROUGHT ME new challenges and helped me grow. As a personnel and training officer at the Army Guard's military academies in New Jersey and New York, I gained a lot of satisfaction seeing the Guard give young people a fresh start by employing and training them. Now I work in the Quality office, helping units in the field improve their processes. Today, I have a very challenging full-time job, but I stay in the Guard because it's my time to give back some of what I received years ago.

SHARON DICK

MILITARY

Lieutenant Colonel, U.S. Army Reserves
1971-present

AT&T

Director
Global Information Solutions
Dayton, Ohio

I WAS PUTTING MYSELF THROUGH the University of Oklahoma and heard about an Army program that only required a four-week summer commitment. Since it paid as much as I would have made all summer in another job, I signed up. I really like the military culture. Teamwork and integrity are essential; and more than 20 years ago the Army taught me to lead by example. Every time I go back, I'm grounded in these values. At AT&T, my organization provides information systems — hardware and software — for customers. During reserve duty, I am responsible for the tracking and manifesting of military cargo imported or exported to various ports.

That gives me a good perspective as a user of systems rather than a provider; and it helps me focus on users' needs.

FRED SMITH ASSOCIATES

MOSES ALMOS

LAURA ANASTOS

MILITARY

Lieutenant, U.S. Navy Reserves
ROTC, 1979-1983
U.S. Navy, 1983-1987
U.S. Navy Reserves, 1987-present

AT&T

National Account Executive,
Government Markets, San Diego, Calif.

MY DAD WAS IN THE NAVY AND I attended Cornell University on a Navy ROTC scholarship. I viewed the Navy as an opportunity to have immediate management responsibility when I got out of college. While on active duty, I was a naval supply officer on the USS Emory S. Land. At 22 years old, I was running the ship's store, laundry, dry cleaning and vending machines — and I had 30 people working for me. A ship is a stressful, closed environment that teaches you to grow up fast and generates a lot of camaraderie. The hours in the military were much longer than in the civilian world, including weeks at sea without a day off. My experience in the Navy taught me dedication and how to work with people. Today, I'm a supply officer in the Reserves; at AT&T, I support the Navy and Marine Corps accounts.

16 WOMEN

FRED SMITH ASSOCIATES

MURIEL BULLOCK

MILITARY

Master Sergeant, U.S. Army Reserves, 1974-present

AT&T

Technical Assistant
Network Systems
Naperville, Ill.

ONE OF THE REASONS I JOINED the military was to learn different skills, and over the years, I've been trained in supply, personnel and computers. This has helped me at AT&T, because we've gone through two downsizings where I could have been out the door, but I had training and skills from the military that made me eligible for other jobs in the company. Today, because of my Human Resources experience in the Reserves, I'm an HR intern at AT&T. My military background helps me work well on teams, and because I've had a variety of leadership training, I can help team members pull together.

WANDA CURLEE

MILITARY

Lieutenant Commander, U.S. Navy Reserves
U.S. Navy, 1978-1982
U.S. Navy Reserves, 1982-1994

AT&T

Project Manager, AT&T Solutions, Greensboro, N.C.

MY DAD WAS CAREER NAVY AND I ENJOYED traveling, so I decided to join after graduating from the University of Kentucky. I was the 14th woman to go through Aviation Officers' Candidate School and the first woman in my squadron. Most of the men accepted me as an equal, and I enjoyed my various assignments. As an intelligence officer, I spent my time hunting submarines and teaching aviation crews to identify different types of ships. And I certainly did travel — the military took me to Florida, Colorado, Maine, Maryland, Bermuda and Spain. Military experience has helped me on the job at AT&T, because I can take on a challenge without being intimidated.

FRED SMITH ASSOCIATES

SHARON GAMBLE

MILITARY

Specialist 4, U.S. Army Reserves
U.S. Army, 1983-1987
U.S. Army Reserves, 1987-1991

AT&T

Account Executive
Government Markets
Silver Spring, Md.

JOHN WHITMAN

I WANTED TO SEE THE WORLD OUTSIDE OF Long Island, N.Y. The Army sent me overseas to Germany, and I took a lot of weekend trips throughout Europe. As an Army personnel specialist, I met thousands of people during my active and reserve duty. Even now, the discipline I learned in the Army helps me so much. I don't put assignments on the back burner; I get them done and turn them in. There's a mindset in the Army to stay focused, because if you fail, your company fails. You learn rewards don't always happen immediately, but you just stick with it until they happen. I don't think you get that kind of grounding elsewhere.

LINDA FIELDS

MILITARY

Lieutenant Colonel, U.S. Army Reserves
U.S. Army, 1974-1979
U.S. Army Reserves, 1979-present

AT&T

Quality Director
Global Strategy and Operations
Morristown, N.J.

PAUL A. ZALEWSKI

WHEN I GRADUATED FROM Adelphi University, I became a field director for the Red Cross at a military installation, saw what the military had to offer and liked it. After five years of active duty, I joined the reserves and AT&T. The company has transferred me several times; as a result, I've been in the National Guards of two states and Army Reserve units in four states. Many of these assignments have been nontraditional jobs for women. For example, I was an executive officer of an infantry training battalion; and they put me through my paces rather strenuously! Today, I am the operations officer of a sophisticated, fully deployable general hospital. AT&T does a great job supporting employees who are in the military; I've never worked for a manager who said "no" to my time off for military duty.

FRED SMITH ASSOCIATES

MARY FOX

MILITARY

Captain, U.S. Army
ROTC, 1976-1980
U.S. Army, 1980-1987

AT&T

Account Executive
Business Communications
Services, Chicago, Ill.

I ATTENDED JOHN CARroll University on an ROTC scholarship. Upon graduating, I was commissioned as a second lieutenant in the Army Transportation Corps. The Transportation Corps' mission is to move personnel and equipment. My first assignment was at the National Training Center, Fort Irwin, Calif. I was involved with the activation of the fort as a regular Army post. That was my most exciting and rewarding assignment because I served in a variety of challenging leadership positions. One of my responsibilities was platoon leader for a heavy truck platoon that evacuated tanks from field sites, and I wrote the doctrine for the use of these vehicles. Many of my customers today provide support operations to their companies; thanks to the Army, I can relate well to their business needs and use my problem-solving skills to help them use AT&T services to improve their operations.

16 WOMEN

FLORENCE JEWELL

MILITARY
Sergeant First Class, U.S. Army Reserves
1978-present

AT&T
Program Manager II
Global Business Communications Systems – Federal Markets Group, Silver Spring, Md.

JOHN WHITMAN

A FRIEND WHO WAS a recruiter said the Army was looking for women for the Civilian Acquired Skills Program (CASP) and I wouldn't have to go through basic training. However, as soon as I arrived at Ft. McClellan, Ala., it was 21 days of field exercises, weapons training and crawling through the mud. Needless to say, I was upset with my recruiter. But once I was made a squad leader and assigned responsibility for five people, I began to realize I was learning a lot of skills — like how to motivate people, how to work as a team and how to discipline myself. The Army does a good job of bringing diverse people together to focus on a mission. This transfers to my civilian job and helps me stay focused on the ultimate goal, which is to satisfy our customers by getting the job done and getting everybody to work in concert. Today, I'm an instructor in the U.S. Army Reserves School, teaching personnel management and leadership courses. I really believe we can each make a difference.

GAIL MCCANDLESS

MILITARY
Captain, New Jersey Air National Guard,
1981-present

AT&T
Quality Consultant
AT&T Bell Laboratories, Holmdel, N.J.

DURING MY 14 YEARS WITH THE Air National Guard, I've performed various duties. My first six years were spent as an avionics technician, repairing navigation and communications systems. In 1987, I became a navigator on a KC135 — a plane that refuels other aircraft while flying. During five months of activation for Desert Storm, my unit performed missions in Saudi Arabia, Europe, Iceland, Equador and numerous locations in the United States. Last October, I spent one week in Pisa, Italy, providing refueling to NATO (North Atlantic Treaty Organization) forces in support of peacekeeping efforts in Bosnia. The military provides me with a change of pace from my AT&T responsibilities. I enjoy the uncertainty of each mission as well as the camaraderie of the people in my unit. We have a lot of fun together, but when it comes to getting the job done, we work as a team and our professionalism really shines through.

JAMES JOERN

JOCELYN LEVENTHAL

MILITARY
First Lieutenant, U.S. Army Reserves
1990-present

AT&T
Marketing Analyst, AT&T Capital Corp.
Morristown, N.J.

MOST OF MY COLLEGE FRIENDS took advantage of exchange programs to Europe, but I took my junior year off to learn about infantry tactics in Officer Candidate School at Fort Benning, Ga. I must have had my nose rubbed into every classic leadership mistake before I received my commission at age 20. Today, I'm a platoon leader responsible for 15 soldiers. My platoon refuels generators for a smoke generating company. Good leadership skills are just as essential in the business world as in the military. Individuality is crucial in both worlds, but teamwork usually gets the job done.

FRED SMITH ASSOCIATES

JILL SMITH

MILITARY
Sergeant, U.S. Army
1980-1984

AT&T
Member of the
Technical Staff –1
Network Systems
Naperville, Ill.

I WAS A COMMUNICATIONS SPECIALIST AND SUPERVISED operations at the Army's data communications switching centers in Taegu, Korea, and Livorno, Italy. I really enjoyed the challenges and technology of my job and meeting the people from different cultures and lifestyles. In Italy, I played softball and our team took first place in a women's invitational softball tournament. When I got out, the Army helped me achieve a bachelor's degree in computer science from De Vry Institute of Technology. The Army taught me a lot about the importance of teamwork; even today, in certain business situations I find myself thinking back to what I learned in the military.

SOCCER MOM
FEAR

FRED SMITH ASSOCIATES

SUSAN NICHOLSON

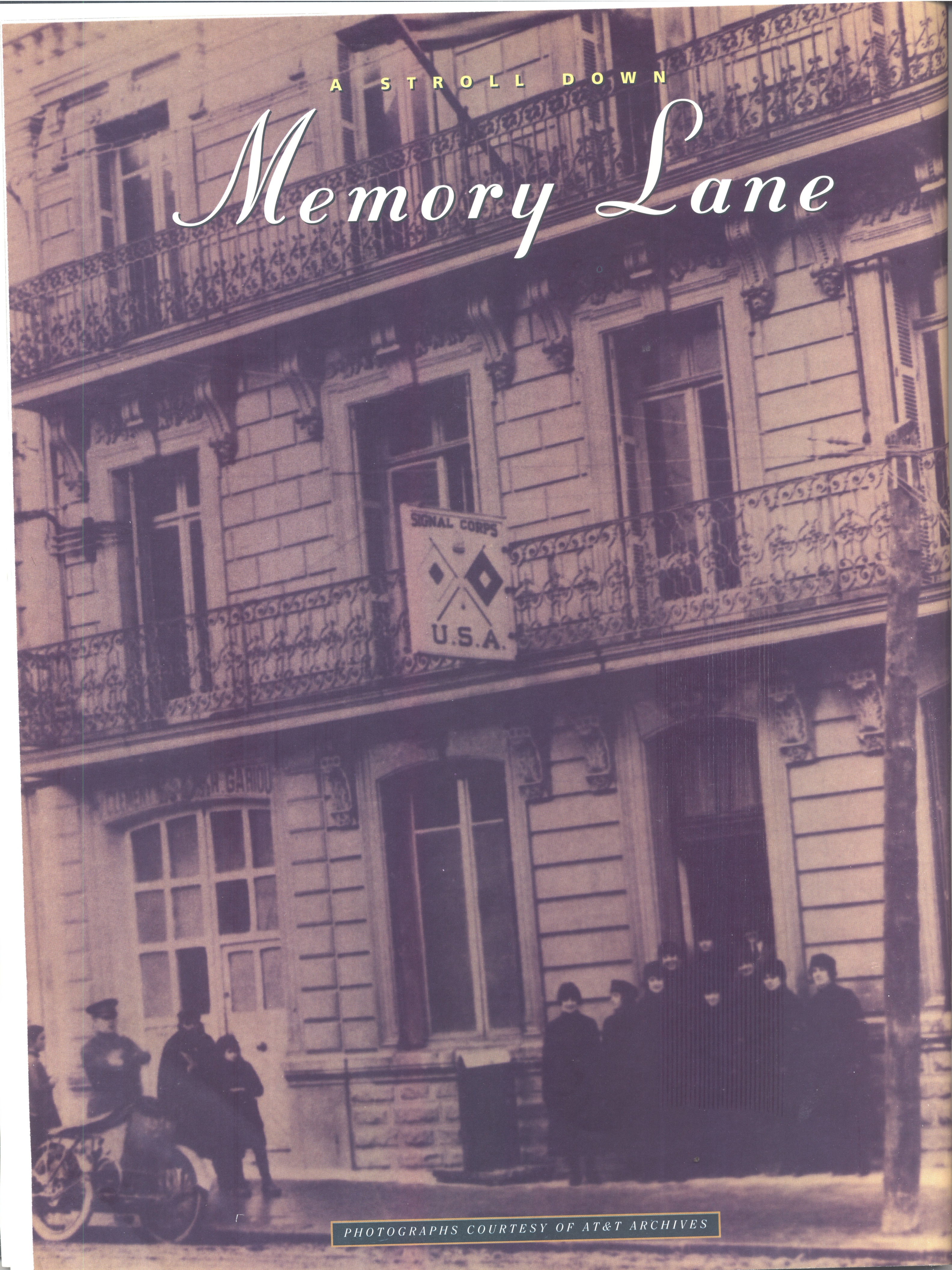
MILITARY
Sergeant, U.S. Air Force
1969-1973

AT&T
Secretary
Multimedia Ventures and Technology, Greensboro, N.C.

I JOINED THE AIR FORCE BECAUSE I WANTED TO TRAVEL AND TO FURTHER MY EDUCATION. The military really broadened my life experiences. I was exposed to many different types of people and made a lot of friends. My favorite job was in hospital administration at Barksdale Air Force Base in Shreveport, La. I helped make arrangements to airlift critically ill patients to other facilities. Once I left the Air Force, I used the GI Bill to get my associate's degree.

A STROLL DOWN

Memory Lane


SIGNAL CORPS
U.S.A.
H. GARIOU

PHOTOGRAPHS COURTESY OF AT&T ARCHIVES

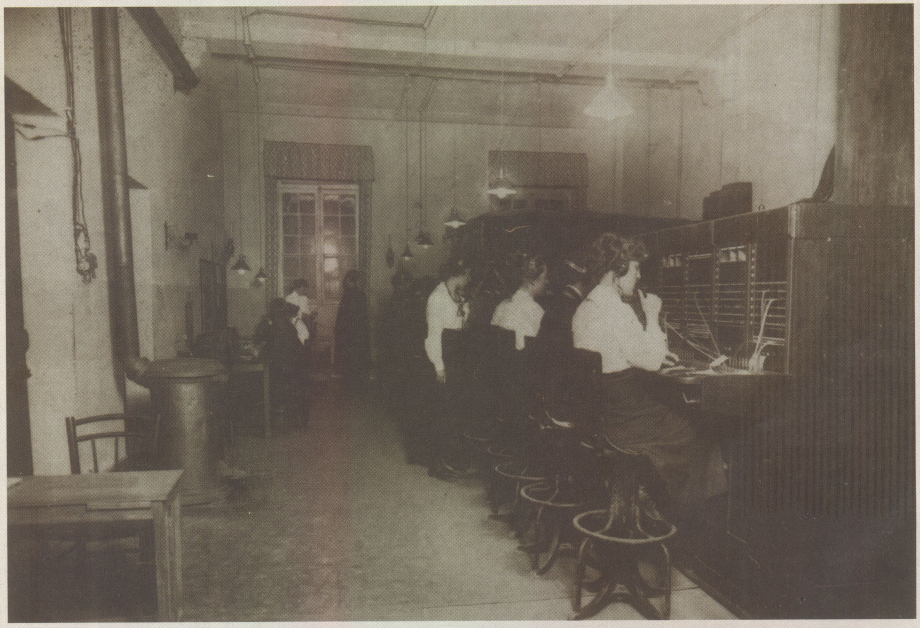
A STROLL DOWN

Memory Lane

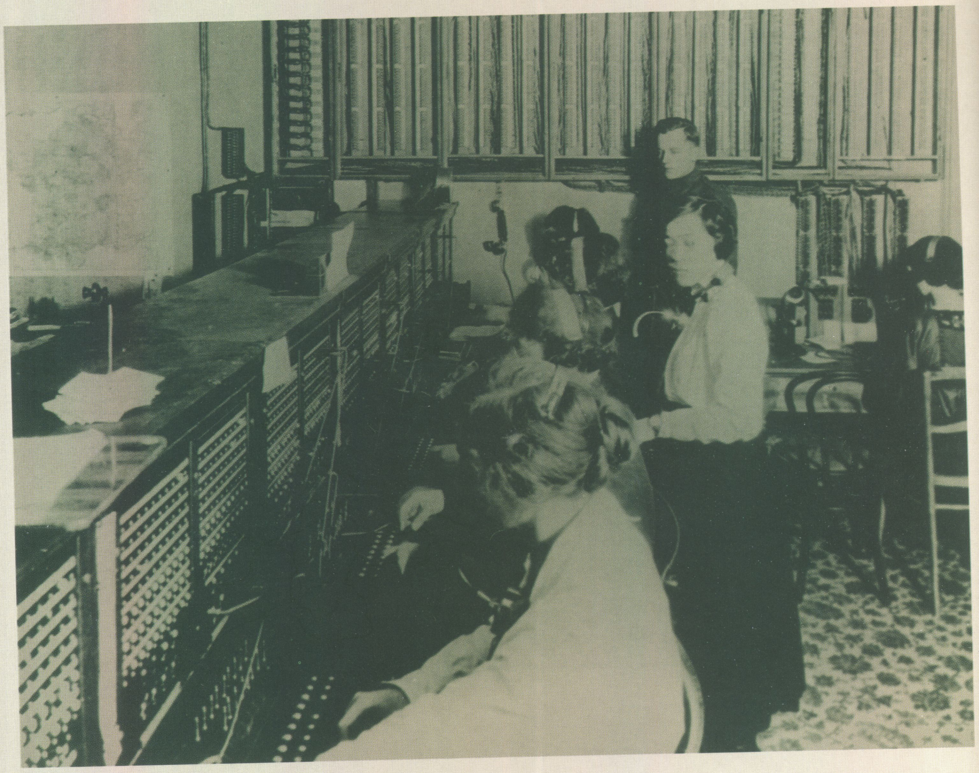
"Hello Girls" of WWI

Several dozen American women, armed with only telephone switchboard skills and their fluency in French, helped call the shots that ensured Allied victory over Germany during World War I.

Embattled in the trenches of France, the American Expeditionary Force (AEF) sometimes found it easier to fight the invading German army than the complexities of the



A STROLL DOWN Memory Lane



French telephone system and language. To exchange messages and relay orders between AEF headquarters and the front lines, American units for months had to depend on French telephone operators, who often misinterpreted, ignored or cut off vital communications.

Finally, in November 1917, Uncle Sam called on American women for help. Gen. "Black Jack" Pershing realized that French-speaking American women could obtain the necessary cooperation of the French operators in transmitting strategic communications. He also recognized their manual dexterity, which made them better suited than GIs to run the military switchboards, freeing up male operators for combat duty.

Responding to a nationwide recruiting ad that ran in American newspapers on November 8, 1917, nearly 7,000 American and Canadian women volunteered. Overwhelmed by the unexpected numbers, the U.S War Department turned to the American Telephone and Telegraph Co. (AT&T) for help in selecting, training and organizing the operators' units.

"WE WERE EXPECTED TO USE THE UTMOST CAUTION, DUE TO WIRE TAPPING BY THE ENEMY."

SIGNAL CORPS
U.S.A.
H GARIOU

Of the 450 women trained by AT&T in telephone operations and military radio coding/decoding techniques, 233 "soldiers of the switchboard" organized into six units and sailed for Europe throughout the spring and summer of 1918.

After being assigned to their various AEF exchanges in 75 French cities and towns, the women came on the line with a cheerful "hello." The familiar greeting prompted one relieved officer early on to dub these women "the Hello Girls," the name by which the first American women to put on military uniforms and serve during war were known ever after.

Years later, Adele Hoppock Mills wrote about her experiences as one of them, noting the women "gave every service possible, despite antiquated French equipment, very crowded lines and constantly ruptured communications with advance headquarters to whom our lines connected."

Despite such difficulties, the Hello Girls quickly gained the respect of the military for their dedication to duty. Members of the first operators' units often worked 48 hours at a stretch, simply because initially there were not enough Hello Girls to permit shorter stints at the switchboard.

As one of the Hello Girls assigned to the American First Army during the Argonne offensive in October 1918, Hoppock Mills remembered their work on the switchboard "was tense and confusing as the rapidly advancing army made constant changes in headquarters.

"We were expected to use the utmost caution in our conversations over the wires, due to wire tapping by the enemy," she wrote.

A STROLL DOWN Memory Lane

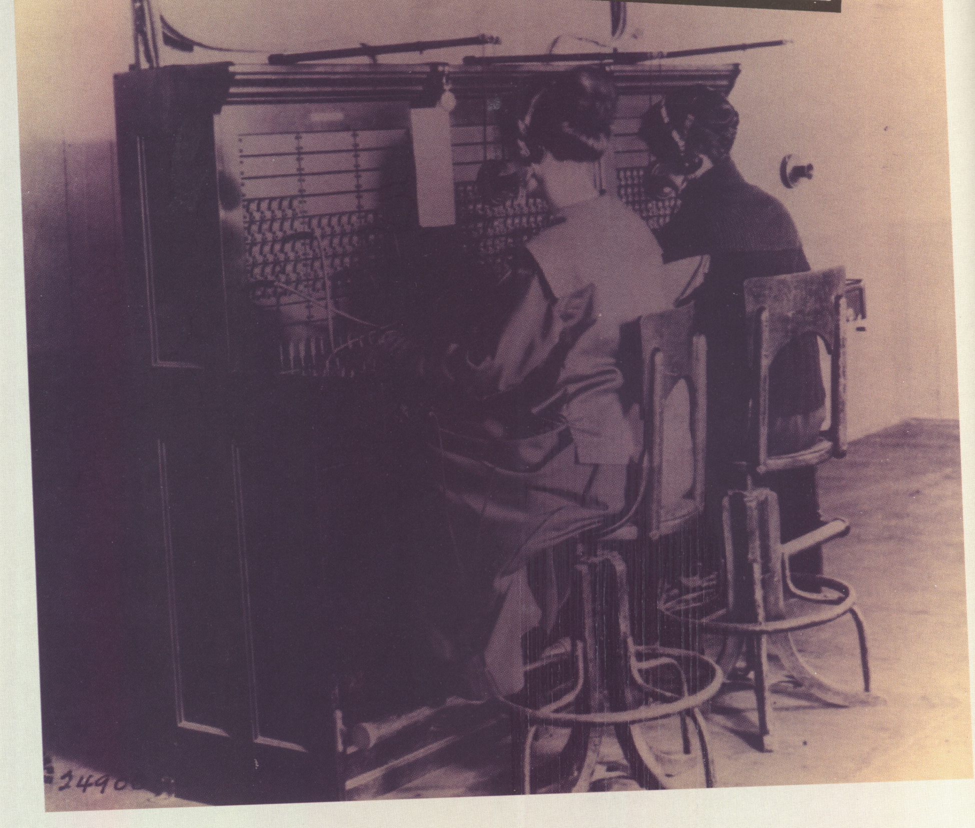
“The location of armies, corps and divisions was...mentioned only by code name. Lines were crowded and connections from distant points to front-line positions were established only with the greatest difficulty.”

One day, during that same offensive, a fire caused by an overturned oil stove engulfed several buildings within the First Army’s encampment. Most personnel evacuated the buildings immediately, but, Hoppock Mills recalled, “the girls on duty at the switchboard worked until the last possible moment. Fearing the exchange could not be saved, the colonel ordered the girls to abandon their posts.”

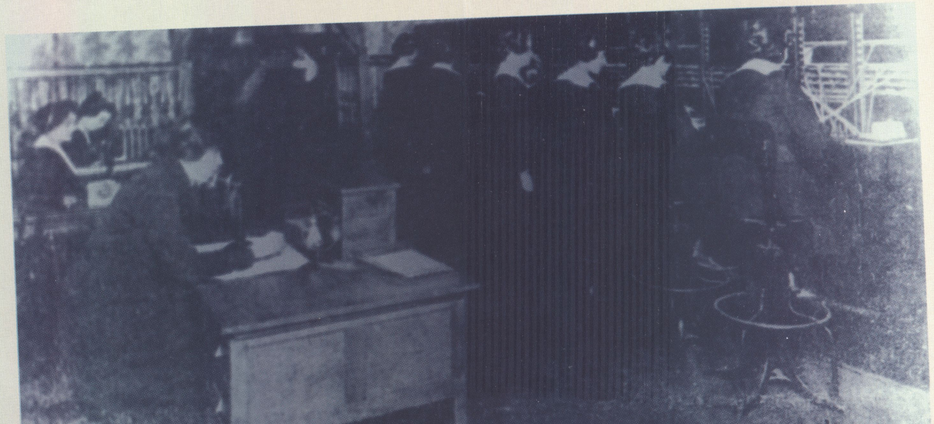
Fortunately, the switchboard building was spared, and the Hello Girls quickly returned to their duties. “Widewing,” the code name for that exchange, was out of service only for an hour and “as service was resumed, we were forbidden to give any inkling of what had occurred,” she wrote.

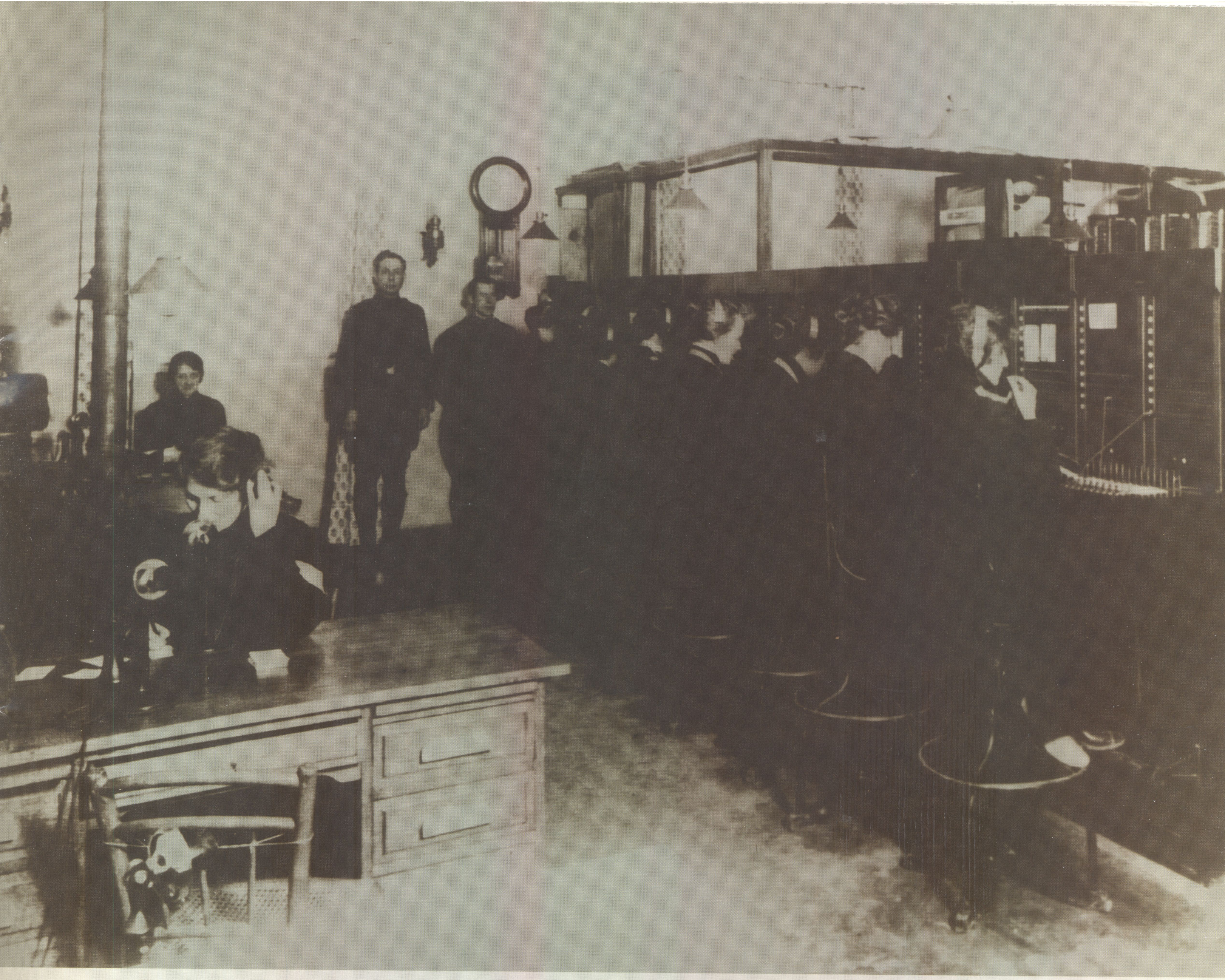
With the declaration of the armistice on November 11, 1918, several Hello Girls were assigned to the American legation staff for the Paris Peace Conference. Among them was Merle Anderson who, as chief operator at the Crillon Exchange, supervised the connection of telephone calls among President Wilson of the United States and Prime Ministers Lloyd George of England, Clemenceau of France and Orlando of Italy.

Throughout the weeks following the signing of the Paris Peace Treaty, the Hello Girls returned to the United States, civilian life and a startling discovery. Despite receiving the highest praise from Gen.



“IF WE HADN’T HAD THEM AROUND IN 1918, WE’D PROBABLY STILL BE FIGHTING THE FIRST WORLD WAR.”





Pershing for their courage and dedication to duty during the war, the U.S. government classified the women as civilian Army employees, thus denying them the recognition and benefits accorded male veterans.

"Those blue uniforms with Army buttons and Signal Corps insignia that we so proudly wore were a delusion," Anderson wrote later. "We had signed no contracts. We were sworn into service and were constantly reminded by our officers of our responsibilities as 'Army Women.' It was a rude awakening."

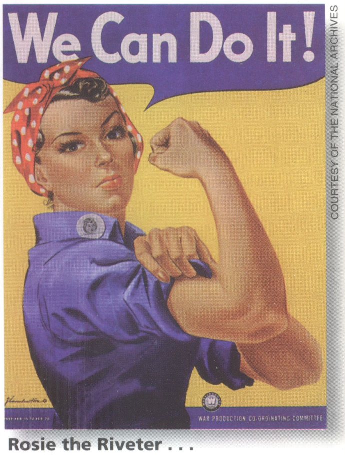
For many years, Anderson fought futilely to persuade the U.S. government to recognize the Hello Girls as veterans. As decades passed, she once wrote that "those brave operators of the Meuse Argonne battle — whose Chief Operator, Grace Banker, was the first woman to receive the Distinguished Service Medal from 'A Grateful Congress' — have been forgotten."

Finally, however, Congress passed legislation in 1971, officially recognizing the Hello Girls as soldiers and according them veterans' benefits. By that time, 52 years after the end of World War I, most of them had died.

Grace Banker Paddock, the Distinguished Service Medalist, summed up the contributions of the Hello Girls quite succinctly, saying, "If we hadn't had them around in 1918, we'd probably still be fighting the First World War." ■

Rosie THE Riveter

more than an icon



COURTESY OF THE NATIONAL ARCHIVES

Rosie the Riveter . . .

If you're a historian or old enough to remember WWII, you know about "Rosie the Riveter." She wore coveralls, tied her hair up in a bandana, and toted her lunch box off to the thousands of U.S. factories that had been converted over to wartime manufacturing.

Rosie wasn't a real person, but a composite — a symbol of the war effort at home. Her name had come from a popular song "Rosie the Riveter" written by Redd Evans and John Jacob Lowe in 1942. Norman Rockwell glamorized her on the cover of The Saturday Evening Post*. And the War Department distributed thousands of posters, using Rosie to recruit women to serve their country by working jobs previously occupied by men — most of whom had gone off to fight the war.*

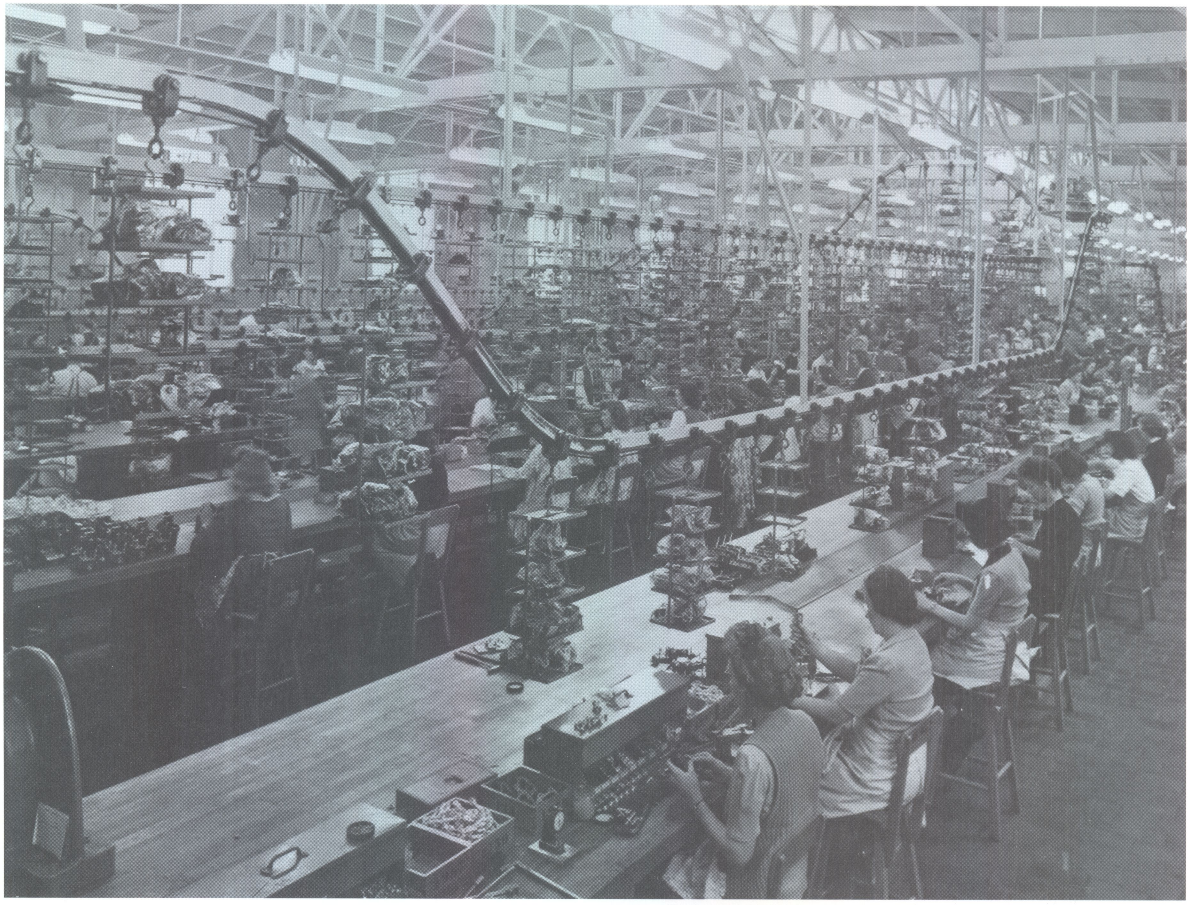
ORION COMMUNICATIONS

. . . and real-life Rosie, Navy veteran Catherine Convery Racz.

"Rosie the Riveter" was the name our country gave to the icon of a working woman during WWII.

However, she was more than a symbol. There were — and still are — millions of real-life Rosies who helped win the war — and who played an important role in a social revolution that changed the country forever.

A STROLL DOWN Memory Lane



Rosie wielded a riveting gun, a soldering iron or a hand drill. She turned out thousands of planes, ships, tanks, bombs and anti-aircraft shells. And, without a doubt, she was instrumental in winning WWII.

There were millions of Rosies who volunteered for the Red Cross; others who worked for the Civilian Defense, searching the sky for enemy airplanes; and over 6,000,000 who worked in steel mills, shipyards, foundries and civilian plants that had been converted to wartime factories. One such factory was the National Cash Register Company (NCR) in Dayton, Ohio — now AT&T Global Information Solutions (GIS).

"NCR stopped all production on cash registers and accounting machines to manufacture products needed for the war effort," said William West, manager — Historical Services for AT&T GIS. "By 1945, 3,600 NCR male employees had gone off to war. Almost all of these men were replaced with women, most of whom had never worked outside the home before."

In addition, thousands more were hired to work on new defense contracts before the war was over. These "NCR Rosies" made vital wartime products, including

A STROLL DOWN Memory Lane

"It was a very exciting time, and we knew we were doing something very special."

bomb sights, fuses and carburetors.

At the end of the war, Rosies across the country were given their pink slips because the jobs they were doing — and doing well — had already been promised to the returning GIs. War veterans, of course, anxiously exercised their right (under federal law) to reclaim their old jobs.

Most former Rosies reunited with their husbands or got married, held no grudges, and returned to their homes. But things would never be the same again!

Beginning of a Social Revolution

Before the war, most married women were homemakers who were economically dependent on their husbands. Those who did work were in low-wage jobs, such as teachers, telephone operators or secretaries.

Rosie changed all that!

The wartime working experience for women opened the door to a new way of life for many — as wage earners, even as heads of household.

Rosie did more than help win the war. She provided

A STROLL DOWN Memory Lane

the spark many women needed to change. By the '60s and the '70s women were entering the workforce in greater numbers, breaking into fields that traditionally had been the exclusively preserved for men, and earning higher wages than ever before.

Today, women expect — demand, if necessary — equal opportunity, treatment, and pay for doing the same work as their male counterparts.

Rosie made a big difference.

GI Rosies

Along with the millions of civilian working women, there were thousands of "government issue" Rosies who worked in the same offices and factories as their civilian counterparts.

One such contingent was a group of 600 WAVES (Women Accepted for Volunteer Emergency Service) that was assigned to NCR in Dayton, Ohio.

"i am proud that i was in the service. i want everybody to know that i am a navy veteran."

"We knew we were doing something important, but not exactly what that was," said Catherine Convery Racz, 72. "I volunteered for the Navy when I was 20 years old, and after training at Hunter College, New York, I was sent to Dayton. I don't know why I was selected — maybe it was because I knew how to keep my mouth shut."

Project Ultra

The top-secret project — which was only declassified a few years ago — was known as Project Ultra. These 600 WAVES built sophisticated code-breaking machines called "bombes." The machines were based on similar devices built in England early in the war to break the German Naval code, called "Enigma." Unfortunately, the Germans redesigned the device, and employed a new code that many thought could never be broken. NCR scientist Joseph Desch designed and built the machine that broke the "Enigma" code for good.

NCR was openly involved in manufacturing other wartime products, but this project remained top secret. "People tell me they remember seeing the WAVES, but never paid a lot of attention to them," said Debbie Desch Anderson, daughter of the late NCR scientist.

Between 1943 and 1945, GI Rosies assembled approximately 200 of these sophisticated, high-speed machines, which were shipped to Washington and used to decode radio transmissions between German military authorities and U-boats (German submarines, called *unterseeboots,* i.e., undersea boats) attacking Allied ships.

Because of the importance of these devices, they had to be assembled as quickly as possible. The WAVES worked 200 at a time in three shifts — 24 hours a day, seven days a week. They were given soldering irons, and attached wires according to a color code. They also had to be extremely accurate because of the machine's complexity.

"A small group of us worked in one room the entire time," said Racz. "We were kept totally isolated from the others. Nobody knew what the others were doing. I was very careful with my work — and fast. I always claimed I was the fastest solderer this side of the Mississippi!"

The WAVES were never told what they were building, but they were instructed to keep quiet about it. Racz said they were told they'd be "shot at sunrise" if they ever mentioned what they were doing.

"It was a very exciting time, and we knew we were doing something very special," said Racz. "I am proud that I was in the service. I want everybody to know that I am a Navy veteran."

Those working on Project Ultra made a major contribution in winning WW II. Wartime GI Rosies, like Catherine Racz, did something very special for all of us.

In a time of uncertainty, millions of Rosies served their country with distinction in many different ways — civilian and military, factory workers and typists. Most historians agree that they were responsible — in large part — for the winning of the war at home.

Thank you, Rosie the Riveter, for a job well done! ■

A STROLL DOWN

Memory Lane

50 Years of Technology

With World War II a proving ground for many modern products and services, today's telecommunications technology is indebted to the wartime effort.

On May 8, millions around the world commemorated the 50th anniversary of the end of World War II in Europe. In the half-century since then, amazing technological advancements have occurred, particularly in the field of telecommunications. Many of the communications products and services we rely on today actually evolved from research and development conducted during World War II.

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LONG DISTANCE ONLY
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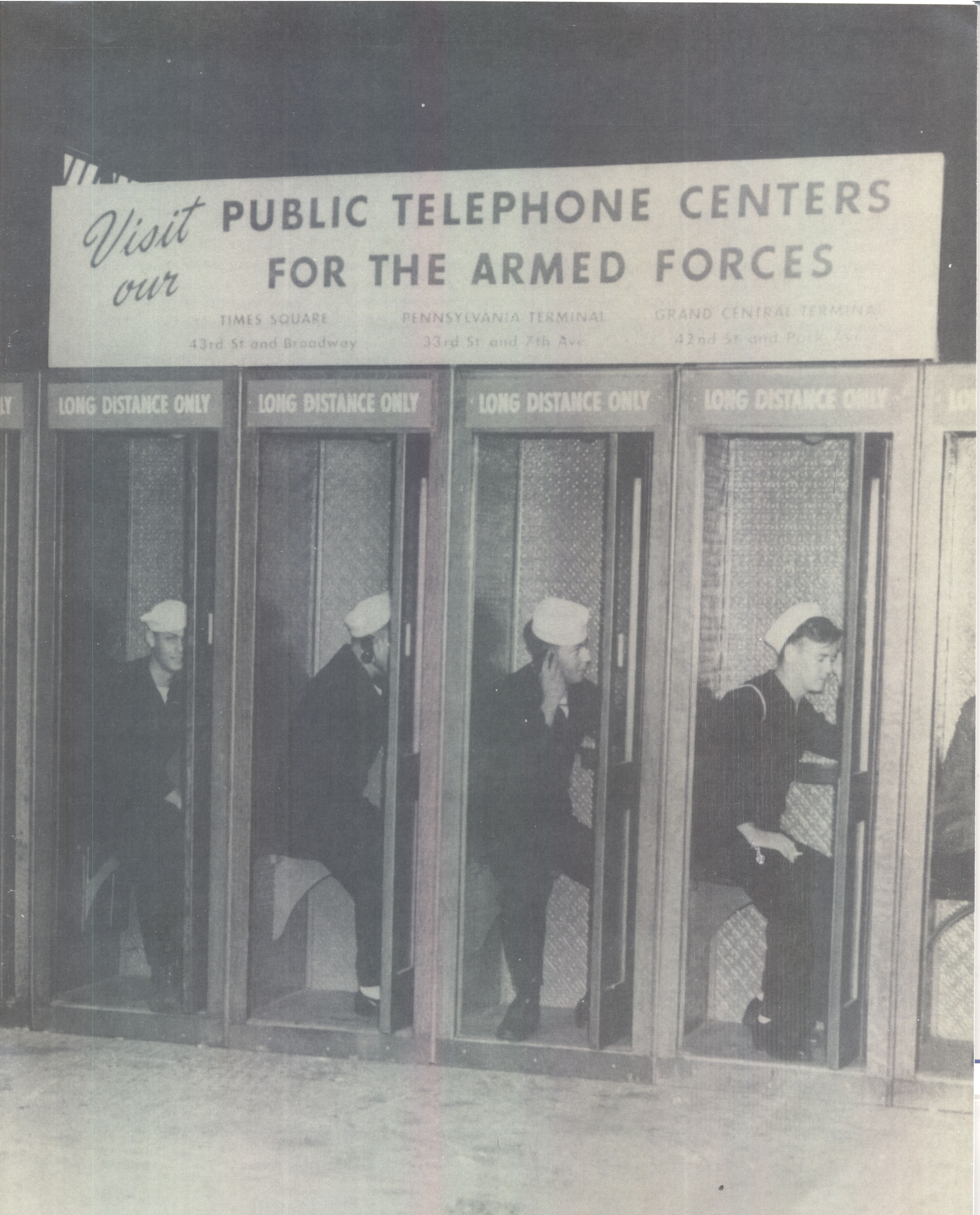
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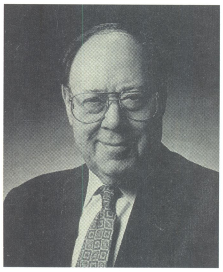
A STROLL DOWN *Memory Lane*

Amos Joel, retired from AT&T Bell Laboratories, is recognized as a father of modern telephone switching systems. "Wartime advances in communications have had a tremendous impact on our lives. From cellular phones to satellite transmissions, the communications revolution as we know it really has its roots in World War II," he said. "The new era in communications began with the desire of loved ones to stay in touch with military personnel scattered across the United States and dozens of countries around the world. That, combined with the government's military communications needs, spawned the habit of 'reaching out' by phone," said Joel, who was awarded the National Medal of Technology by President Clinton in 1993.

Between 1939 and 1945, the number of interstate long-distance calls more than tripled. By 1944, civilians and government employees alike were so dependent on the phone that AT&T asked its subscribers to "ration" their calls by limiting them to five minutes or less.

Continuing his recollection of the war years, Joel noted that a technological breakthrough at AT&T Bell Labs played a pivotal role in the Allied victory. "While the Allies broke the German war code, the Nazis were being completely misled by a top-secret technology that provided secure communications across the Atlantic by the United States and England," explained Joel, who was a wartime cryptographer involved with breaking down the enemy's secret codes.



Amos Joel

"The first use of this technology was in 1944, when President Franklin Roosevelt and Prime Minister Winston Churchill were able to safely plan strategies across the Atlantic over radiotelephones. By means of digitally encoded speech, Roosevelt and Churchill could talk without German listening posts eavesdropping on their conversations," Joel added.

Although call volumes continued to rise after the war, prices actually dropped. In 1945, a 10-minute long-distance call between New York City and Los Angeles cost $8.35 during the day and $6.70 at night. Today, the charges for those same calls, before any calling plan discounts are applied, are $2.80 and $1.50, respectively.

Ruby Dee — a former Western Electric employee.

During the war years, the production facilities of Western Electric, then the manufacturing division of AT&T, were devoted to military communications equipment. Plants rolled out radar systems, electronic anti-aircraft gun aimers and special telephone systems for battlefield ordnance, such as planes, ships, tanks and trucks. Peace in the autumn of 1945 released Western Electric from its wartime production obligations. The factories began to pour out new telephones, transmission equipment and switches to answer the pent-up civilian demand.

Telephones were being installed at the astonishing rate of more than 25 a minute every working day.

Many elements of today's proposed information superhighway — customer dialing, communications satellites, cellular telephones and computerized switching — also had their origins in the innovations that were developed for the military during World War II. For example, Western Electric radar systems generated technology that resulted in microwave radio transmission systems. Likewise, special telephone systems created for the military grew into mobile telephones and eventually led to digital technology for transmitting and switching speech signals.

In 1945, most long-distance calls involved several operators. Today, operators are needed only for special calls, even though AT&T's network alone is handling more than 340 times as many long-distance calls as when the war ended. The first Direct Distance Dialing system was introduced in 1951. Today, a self-dialed long-distance call takes only three to five seconds to dial, compared to the 1942 operator's average call set-up time of 2.3 minutes. The first microwave telephone route was activated in 1950. By 1962, microwave transmission systems were expanded to reach into outer space. Experimental Telstar satellites from Bell Laboratories orbited the planet, relaying voice and television signals between continents.

Although portable radio units were used extensively by the military during World War II, civilians did not have access to mobile wireless telephones until 1946. Modern- day cellular phone systems became commercially available in 1983.

In 1988, the first fiber-optic cable was using millions of bursts of laser light on four hair-thin glass fibers to carry 40,000 two-way conversations. This enabled high-speed digital transmission that permitted computers to join in the two-way exchange of information. More recently, during the Persian Gulf War, American troops serving in Saudi Arabia and Kuwait could call home over special portable digital telephone systems from AT&T. Thousands of calls were relayed via communications satellites orbiting 22,300 miles above the earth.

Many of the sophisticated telecommunications services we presently enjoy could not have been envisioned in 1945. We owe a debt of gratitude, however, to those innovative men and women who contributed to the communications products and systems that were so vital to the Allied victory in World War II. ■